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FOUNDED IN 1885.

(HALF-A-CROWN)

The Advertisers' Guardian

BY

THOMAS DIXON

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1817
ARTES VERITAS SCIENTIA
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BE

IN

Weldon's Ladies' Journal 3D
Weldon's Illustrated Dressmaker 1D
Weldon's Bazaar of Children's Fashions 1D
Weldon's Journal of Costumes 6D
Weldon's Home Dressmaker 1D
Weldon's Home Milliner 1D
Weldon's Practical Needlework 2D

Is a very good reason why you should place an Order with us for 1902. . . .

ONE MILLION HOMES

Can be reached every month.

Specimen Copies and Terms for Advertisements in Weldon's Magazines, post free, on application, enclosing Business Card.

There are NO Ladies' Papers like unto Weldon's as Order Pullers. . .

WELDON'S Ltd.,
Fashion Publishers,
[illegible] Southampton Street,
[illegible]ONDON.

CRITICISM. The one paper that secures nearly every advertisement of any article of every-day use, is, perhaps above all others, "Weldon's Ladies' Journal." It may practically be taken as a synopsis of the advertising which is being done for articles which are household requisites. It is not patronized by tobacco manufacturers, or the producers of articles which appeal solely to men, but the advertisements of nearly everything else sooner or later (generally sooner) find their way into its pages.

Advertisers' Review, May 28th, 1900.

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- THE -

Ladies' . . Field

STANDS FOREMOST

As the Weekly Illustrated Ladies' Paper for the Wealthy and Cultured.

AN INVALUABLE MEDIUM FOR HIGH-CLASS ADVERTISERS.

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"The Gentlewoman" is undoubtedly the Leading Illustrated Journal "de luxe" of refined Society to be found almost universally in the homes of English Gentlewomen.—*Vide* Press.

ASTUTE ADVERTISERS WILL OBSERVE

"The 'Gentlewoman' is bought by women, read by women, and, as women spend nine-tenths of what men earn, the moral is obvious."

BRIGHT READING by the BEST WRITERS.

Brilliant Illustrations by the Best Artists. 250,000 Readers.

SOME FEATURES.

Gentlewomen "At Home"
Social Parables.
Sports and Sportswomen.
Buying Bureau.
Exclusive Fashions.
Our Fair Critics.

Cosy Corner Chat.
The Gentle Art of Beauty.
Costume Designs Competitions.

Drama, Music and Art, the Shops, the Home, Weddings, &c.

SCALE OF CHARGES FOR ADVERTISEMENTS.

One Inch Rate	£0	10	0	**One Column (4 Columns to Page)**	£7	10	0
One Page	30	0	0	**Position Pages**	35	0	0
Half-Page	15	0	0				

The measurement of Page is 15-in. by 10-in.

These prices are subject to 10 per cent. on an order for six insertions, and 20 per cent. for a series order of 13 or more insertions. Special rates for special numbers. Births, Marriages, and Deaths—5/- per announcement.

Advertisements to appear in ensuing number must reach the Office not later than Friday, 1 o'clock.

Cheques and P.O.O.'s payable to the order of Mr. ALEXANDER J. WARDEN, to whom all business communications should be addressed—

"THE GENTLEWOMAN" Offices, 142, Strand, London, W.C.

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"As I was then
Advertising, and holy to your business,
Not changing heart with habit, I am still
Attorney'd at your service."

MEASURE FOR MEASURE—Act v. Sc. 1

The . . .

Advertisers'

Guardian

THOMAS DIXON,
195, OXFORD STREET, W.

London, 1902.

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1902

6d. Weekly. Weekly 6d.

MADAME.

THE LEADING . .
LADIES' PAPER. .

6d. Weekly. Weekly 6d.

PEARSON'S

can fit you up with almost anything in the way of advertising. Their

PUBLICATIONS

appeal to all sections of the community, and you can reach your public through them. ADVERTISERS SAY THEY

PAY

and they should know.

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Sphere.

Established January, 1900. SATURDAY—PRICE 6d.

THE SPHERE was started in January, 1900, as a high-class Sixpenny Weekly Illustrated Newspaper, and so well was it advertised that the demand for the first number was enormous. So much, however, was this first number appreciated that the demand for subsequent numbers was as great. The chief interest at that time was the War in South Africa, and THE SPHERE had made such excellent arrangements that its staff of Special Artists and Photographers enabled it to give the most faithful and realistic portrayal of the chief events of the campaign.

The British public has so greatly appreciated the energy and enterprise shown by the proprietors of THE SPHERE, that this journal has taken a place in illustrated journalism second to none. Its circulation, which is of the very best class, is not exceeded in Great Britain by that of any other sixpenny weekly newspaper. As an advertising medium, those advertisers who appeal to the intelligent moneyed classes will find THE SPHERE give the best results of any publication of the kind.

In addition to the position attained by THE SPHERE in Great Britain—a journalistic success almost unparalleled—the proprietors are working vigorously to give the publication a similar position abroad, and the results are rapidly becoming apparent.

Special care is given to the arrangement and grouping of advertisements, and only high-class advertisements are accepted.

All communications relating to Advertisements should be addressed to—

THE MANAGER (Advertisement Department),
THE SPHERE,
GREAT NEW STREET, E.C.

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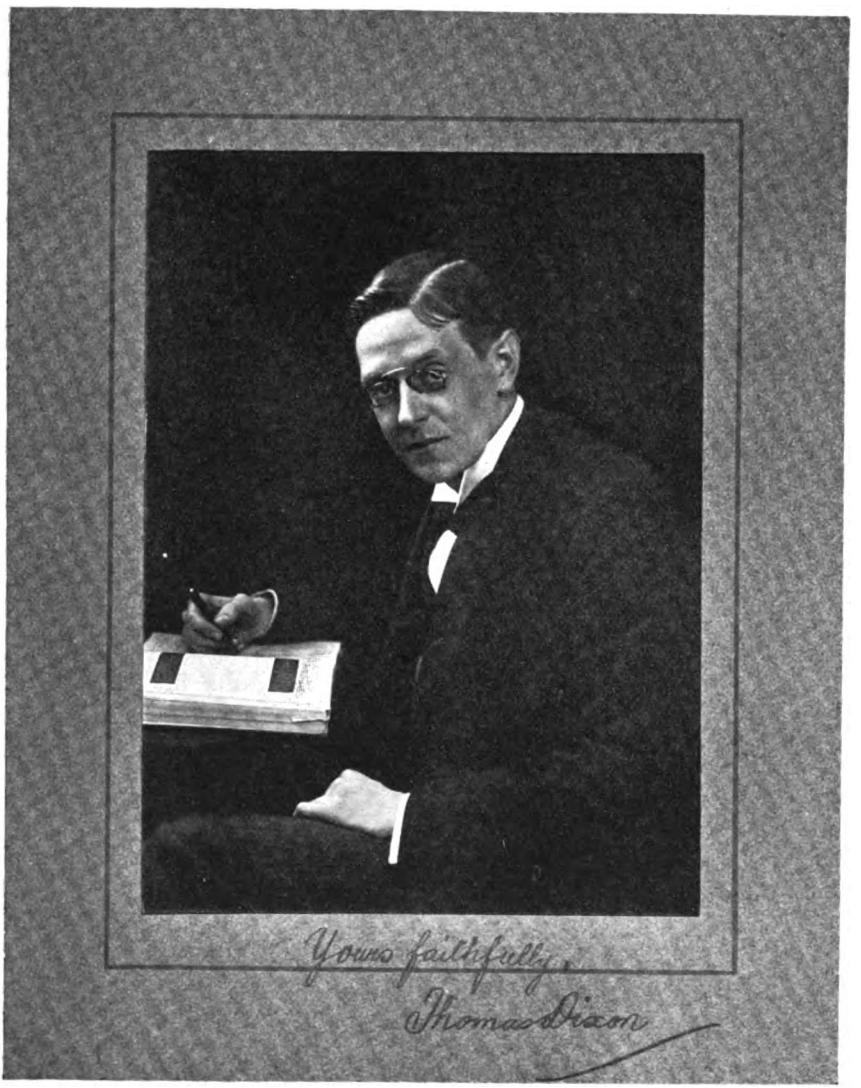

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Introduction.

SINCE the last Edition of the "Advertisers' Guardian" was published just over twelve months ago, it is pleasing to know that a great awakening among advertisers has taken place, and there is every evidence that advertising is to rank in the near future as one of the leading professions of the 20th Century. It is an acknowledged fact that until quite recently advertising has been carried on, except in one or two notable instances, in a way which could only bring very inadequate returns, and there has been few, if any, reliable sources where advertisers could go for information as to how to start on a successful Advertising Campaign without first groping in the dark, and buying far too dearly that experience which is so necessary to all engaged in this most profitable (when scientifically conducted) branch of a modern business. It has been stated that only one in twenty of all the advertising schemes succeed, and this has unfortunately proved far too true, not because the nineteen schemes were unworkable, but because advertisers have a knack of "thinking they understand it all," and commence without any matured or properly defined plan. In this way I have seen thousands of pounds utterly and irretrievably lost, which might have been the means of working up a sound and lasting connection, which would have formed the keystone to an immense and successful business.

In other instances I have seen firms start on questionable schemes which have made within two or three years a small fortune, but which have brought the advertiser into general disrepute, so that there was no continuity to their business, and in the end they have been a miserable failure. Again, I have seen advertisers with a really good selling line creep along in fear and trembling until another firm started boldly advertising the same goods, so that the original firm lost the

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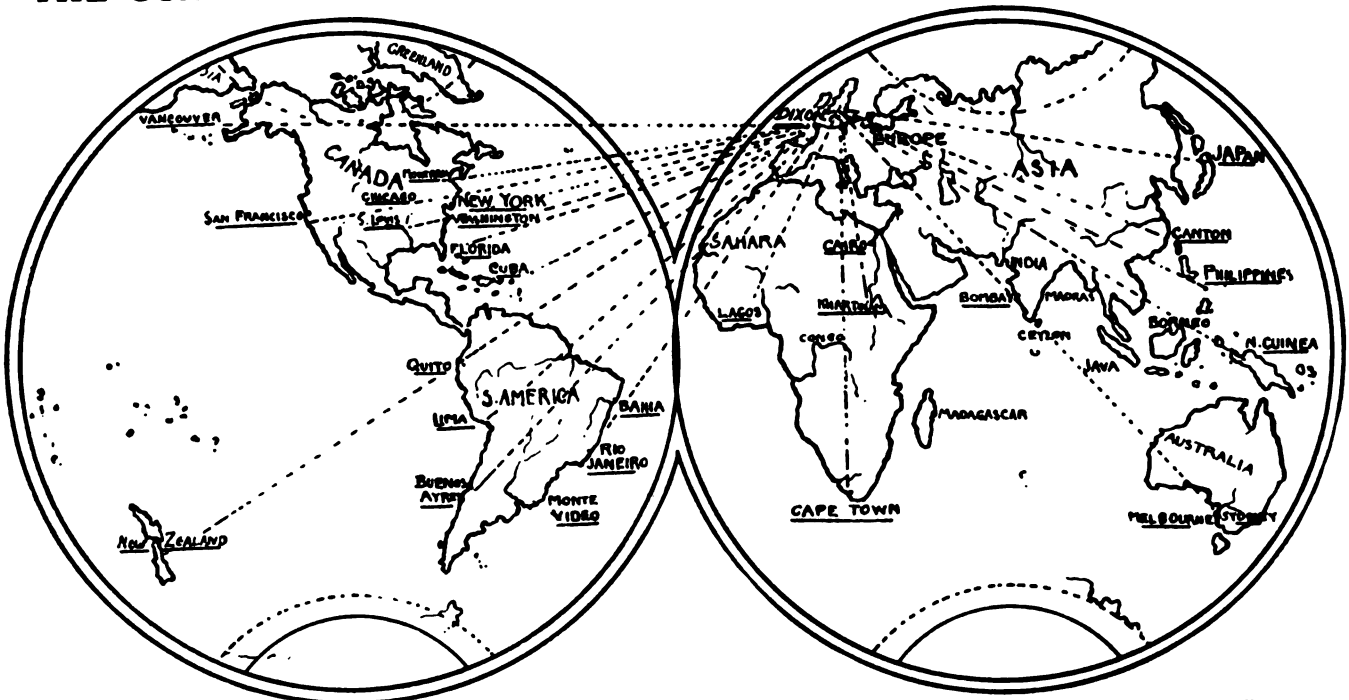
THE SUN NEVER SETS ON THE GOOD ADVERTISER'S CUSTOMERS.



At midnight in London it is early afternoon in the Western States and in the Far West of Canada, there and in Australia and New Zealand, our fellow citizens are benefitting by the Advertising which emanates from these offices.—T. DIXON, 193 & 195, Oxford Street, London.

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greatest chance that ever came to the lot of any advertiser. Yes, advertising is a vast problem, but when conducted in a well-advised and thoroughly considered plan, is one of the most pleasing, fascinating, and profitable branches of a business that any man can throw his energy into. It is with the object of helping intending Advertisers that this year I have endeavoured to treat the subject from a wider standpoint, and discuss the pitfalls to which they are all liable. It is past my comprehension why British firms allow foreigners to come over into this country as they do, and work up businesses of gigantic proportions. In some branches of trade, notably the bicycle trade, this influx of foreign competition has been successfully combated, and in other instances, such as made-up woollen goods, we are getting back our own, and if English firms would all go about it in the right way, there is no doubt but that in a very short time the out-put of our Factories would be more than doubled. Why should we delay our efforts till forced to move by competition? Why not be the first in the field so that you have the whole trade well supplied and the public so accustomed to your name and goods that any would-be competitor could only with difficulty follow in your particular line of trade. No business is ever long without competition, but such a start is more often than not the means of netting some thousands of pounds which would otherwise have to be divided? Every method to bring goods of British make before British purchasers must be adopted, and I venture to say that one of the most important is a proper Advertising Campaign.

I trust that the information to be derived from the following pages will be the means of encouraging many of our English manufacturers to think out the desirability of extending their out-put by this unlimited method. Such articles as "The Mail Order Trade," "The Follow-up System," "American Advertising," "South African Prospects," "Trade-Marks," and "Law in Advertising," should prove particularly interesting and instructive.

T. DIXON.

193 & 195, OXFORD STREET,
LONDON, W.

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Our Twenty-fourth Year.

Since starting our West End advertisement offices twenty-four years ago, many firms who have placed their advertising in our hands, have made vast headway. Some of them who started with only a monthly expenditure of £2 or £3 now being able to spend as much as from £250 to over £1,000 per month in Newspaper and Magazine Advertising alone, and the fact of our being privileged to see the inner working of these enterprises has placed within our reach an accumulation of experiences in nearly every conceivable kind of trade, from pins and needles to articles costing over one hundred guineas. Naturally our own business has grown in proportion with this increased amount of trade and, since we purchased the lease of the two commodious buildings next door to Buszards, and over the Great Western Railway Offices, Dixon's has become one of the permanent institutions of Oxford Street. The illustration of our premises on page 127 will be pleasing to our hosts of friends with whom we have for so many years been in such pleasant business relationship. The business of an Advertising Specialist is perhaps one of the most interesting and far reaching of the present day. Not only does it bring him in touch with every class of trade, but it also engages every class of profession. The Artist, Author, Engraver, and as Mr. Warren has shown you in another part of this book, even the lawyer and the judge may take a very important part. It has been proved over and over again that brains, and brains of the highest order, are required to carry advertising to its highest perfection. Take for instance the builder in a provincial town, who found local trade slow. What did he do? Why, he engaged the services of some of the most well-known architects to supply plans and designs for some unique mantel-pieces that were superior to any mantel-pieces ever made. He copyrighted the design. Advertised them in conjunction with the Architects' names in papers appealing to high-class families. So novel was the plan that he succeeded from the start. From this he worked in the same way on to garden furniture, such as antique Sun-dials, Summer-houses, &c. The illustrations were so charming and quaint to look upon that people who prided themselves on their garden and grounds, could not resist the temptation of having one put up on their estate. In this way the small builder in a provincial town was, with the aid of men of experience, able to build up an immense connection throughout the kingdom.

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Every trade is open to this kind of development, and during the next few years we have every reason to believe there will be a great number of new firms enter into the advertising field, for with all the facilities at one's command, no firm be should satisfied with a merely local trade. One thing should always be borne in mind—Never start out on an advertising campaign without first having well matured your plans. These plans can only be put on a proper footing with the aid of a man who has served an apprenticeship in the advertising business. However clever an advertiser may be, he never knows it all, and one little slip may lose him hundreds of pounds.

The best way is to put the whole matter into the hands of a reliable agent, who makes a business and a study of it, and who can suggest the best methods of obtaining the greatest desirable publicity.

There is no saving in a firm doing the advertising themselves, but very often the contrary. There would be no saving in the head of a great firm carrying coals up from the cellar, or running out to the Post Office with the parcels.

In fact the constant study of client's interests becomes a sort of nightmare, and one wakes up from that with the thought, "that would be a fine idea for so-and-so's advertisement," or, "Ha, that would just suit that other client exactly." The agent is not deterred from making suggestions to advertisers by the fact that every idea suggested is not taken up and worked for all it is worth. It is the agent's business to originate plans, and if one does not suit then some others must be prepared.

The whole resources of these offices are at the command of intending advertisers, and we are here to give our advice free of charge, and best aid to those who write us on their business note-heading, or who call.

Since the last issue of the "Advertisers' Guardian" was published, a most important addition has been made to our business. The establishment of a School of Advertising in this country has been the outcome of a demand for proficient advertisement writers, and those who can control the various important departments in Commercial Publicity. The Page-Davis School of Advertising Methods has opened its British Branch in our offices. This College of Advertising Instruction agrees, engages, and guarantees to teach by correspondence the whole subject of advertising, from the basis of instructing printers and correcting printer's proof, to preparing a clever and attractive booklet or catalogue, writing a business getting advertisement, and a full grounding of all intricacies of the "Follow-up" system. The services of a man or woman who has made a special study of each, would be invaluable on an advertiser's staff, and the developments which the Page-Davis School is making in this country are such that it is enabled to supply certificated and qualified graduates to any firm advertising, and who wish for the greatest possible success.

When an advertiser is doing an extensive business, it is quite impossible for him to superintend all the details the subject demands.

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A few of this Agency's designs will be found herein commencing on page 109, and the author of this book is always ready to suggest ideas to present and prospective clients. To seize upon a passing incident and embody it in a sketch, always makes a timely and taking advertisement. A notable example of this is the well-known "Camel" of the Blick Typewriter Company.

Mr. Lionel James, who, as Reuter's correspondent, accompanied the Sirdar through the Soudan to Khartoum, used a certain typewriting machine, which was so portable that it was actually worked by the correspondent on the back of camel in sight of the enemy.

This illustration was made for the Company by this agency. The idea "caught on" with the public immediately, and the publication of it in advertisements all over the world has been very beneficial to the Company. In fact, this "Camel" advertisement has been the most popular of the year. The agents of other companies said it gave them the hump.

Newspapers and magazines are the best media for advertisements, and a careful selection of those suited to your goods will bring fair returns. This is first-class advertising. I have never thought much of that form which exhausts itself in splashes on vacant walls, or on tram-cars and omnibuses. As an addition to regular newspaper advertising that sort of thing has its place, but in itself it is a poor thing.

It causes a feeling akin to nausea, to see the figure you have admired and loved in your favourite magazine, as "One of Mellin's Babies," when magnified a thousand times, and plastered on a wall near your suburban residence.

You walk down to the railway station, and every here and there you meet a gigantic blot of ink, green, grey, or some other colour, with the maker's name cut into the blot in white letters—it may be a striking advertisement, but it is very questionable taste. I should prefer an ink

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which would not blot so freely. On the way to the station you will often see an instance of the man who has in his shop window a card saying, "Our customers are our best advertisement," or the more sentimental merchant who says, "We are advertised by our loving friends;" but this will never do, you only want to buy a pair of shoes, for instance, not to advertise them for the merchant, nor even to be his "loving friend," so you pass by to the well-known advertiser's shop.

A small beginning often results in a greatly increasing business. There are but few firms nowadays who launch boldly out at once, and begin by saying to the agent, "Spend £2,000 in the next three months, and we will judge by the results as to continuing the advertisements." Though that is a plan which has many advantages, the successful advertisers of to-day generally begin in a very moderate way, and increase as the usefulness of the advertising becomes more apparent.

All Round the World.

Referring to the Advertisers' Map of the World, on page 10, this should interest anyone wishing to reach the most distant parts of the world with their announcements, and to place advertisements so as to reach those rapidly growing districts and the most recently opened markets. Many advertisers are finding the markets of Australia, Cape Town, South America, and New Zealand prove very profitable; Canada, having a low Customs Duty, compared to the United States, ought to be a very good field, and, with regard to South Africa, an exhaustive article will be found on pages 55, 56, 57, 58, 59, which deals expressly with future prospects there.

Great facilities are offered by the Foreign Parcels Post. For instance, a suit of clothes, or a lady's dress in a cardboard box, may be sent for five shillings to New Westminster, Canada, 3,000 miles across the sea, and then 3,000 miles further by railway. These customers, 6,000 miles away, are obtained by Advertising.

There is a difference of opinion in regard to advertising for foreign trade, some inclining to extensive display in local publications, while others think that a paper "all the way from London" carries more weight in these localities, and that a good advertisement in a good paper, having a foreign *clientele*, will be more effective. There is good reason for this view of it, because the distant residents of Oklahoma, or the Cariboo Country, are as attentive followers of the fashions as anybody in the West End, and they want to know what is "the style" in London. A comparatively small sum, invested in some of the largely circulated papers, may in this way bring good results. Or in the standard Magazines a two-inch advertisement is sometimes very effective, especially with a good illustration.

You cannot always tell where a good advertisement will strike. The writer knows of one-eighth page in the *Strand Magazine*, given by an Indiarubber house in Manchester, which resulted, amongst other things, in an order for rubber clothing for the whole Police Force of the Island of Barbadoes.

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BEAUTY IN PHOTOGRAPHY AS APPLIED TO ADVERTISING.

Beauty artistically photographed for amalgamating with advertisements appeals to all classes, whether relative to soap, dress-goods, or motor cars. Great advance has been made in relation to pictorial advertising of late years, but it is only until recently that an artistic development has been made whereby to embody a reproduction of the actual user with the actual article in a representation on paper to the public. It is this endeavour to portray the natural phase of things, not the supernatural—which, alas, has so often spoilt an article of merit—that has brought about the excellent change and improvement alluded to.

The subject of illustrated advertising is one which demands every care and consideration, because, if you are spending good money, you should get the greatest possible help for ensuring increased return on your outlay. In dealing with artistic photographs, posed expressly with the view of their suitability for talking to the public in behalf of the article they are intended to advertise, great care has to be bestowed in regard to getting the right idea, the right feature, and the right posture. The whole thing must be a homogeneous mass of pleasantry, of natural every-day life, as applied to or for the specified article being so advertised.

Hitherto, facilities for the accomplishment of this class of work have been severely restricted, in fact, they were almost non-existent. At one time it was thought as a thing absurd to even expect to be able to get the natural method faithfully reproduced in an advertisement.—but necessity knows no law, and the establishment of a special studio in London enables beauty in photography being applied to advertising in a true and natural sense.

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Telling her Story.

Copyright, 1902. Messrs. Robt. R. Buck & Sons, Carlisle.

"The Studio where I was taken devotes all its resources and facilities to the work of commercial photography — a method which in the near future will be even a greater factor in the advertising world than it is at present, and I can only say that if you are requiring illustrations for announcements, new catalogues, show-cards, posters or any illustrated publications, you will find half-tone blocks from photographs, such as I may be taken to represent, always superior on account of the strength of detail, breadth of treatment, synonymous surroundings and beauty (Ahem, pardon the egotism) of the artistes."

This is the characteristic view relating to the new departure of "Beauty in Photography as applied to Advertising," and for further details permit me to respectfully refer you to Mr. Thomas Dixon, 195, Oxford Street, W.

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The equipment of this studio and its staff of photographic artists is unequalled; there is hardly any article that cannot have its advertising proposition vastly enhanced by the amalgamation of a photo of this class. Beauty, masculine or feminine, placed on the threshold does more to attract attention—receptive attention—than the most glaring character in type, or the biggest "splash" kind of picture ever produced. But beauty is still so uncommon an attribute of humanity, that it requires an amount of search to supply the continuous demand for pictorial presentments of what the English reader accepts as beauty without excessive compromise with his ideals.

Demand, however, creates the supply, and photographs of many of England's most beautiful women, smart men, and dainty children can now be supplied to advertisers at most moderate charges, the prices usually including the exclusive right of, the sole copyright for, reproduction for advertising purposes. Neither pose nor expression is repeated in successive pictures, therefore, users of these photographs are always certain of having an advertisement picture that is original, smart, and unique—one which will create a large and high-class demand for the article thus advertised. Ordinary models are not employed,—they are artistes, and the variety, refinement, and, above all, the originality and skill used in the posing and lighting of the photographs make them a most remunerative investment.

Just cast your eye back to the previous page. Is it not a most inviting proposition? Does it not entice you to find out what it is all about? Do you not, right now, want to know what that lady has to tell you? Could you pass over such an attractive and inviting appeal without first investigating the proposals that may be held out in type underneath the picture?

No, I think not. Your mind has been made receptive by this charming pose, and you are willing to learn the tale the advertisement may have to impart. You were naturally pleased in the first instance, and it therefore follows that the proposition, provided it is worded in terms appropriate to its surroundings, will leave a favourable impression on your receptive mind—made receptive, although it may have been quite involuntary primary.

Thus is the moral of influence drawn, and the value of natural pose accompanied by beauty in form and expression appreciated.

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ANIMATED ADVERTISING.

The new order takes the place of the old. New methods are inaugurated and old ones improved. The whole endeavour of this age is to get the better of the previous best as quick as possible; most of the new ways are better, but some are not.

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One of the most recent innovations pertinent to the subject of good advertising is that interesting instrument named the Biogen. It is an absolute new feature that has been applied to publicity progress, and is proving a most successful invention.

Most people are aware of what an animated picture is—call it a cinematograph, bioscope, or what you will. Animated pictures are obtained by extremely rapid photographic impressions of motion, thus procuring a representation of the very movement of life. The Biogen is an adaptation of that same process to the developments and require-

ments of advertising. This instrument consists of a polished wood Cabinet, 3 feet high and 3 feet broad, with a rounded front. The illustration on previous page will give an idea of its construction. Set in front are four large lenses, through which the tableau may be seen; by this arrangement the pictures are visible to a great number of people at the same time.

The following will give an instance with which the ease and simplicity of the Biogen is worked. Photographs are contained on reels, which on being placed inside the Biogen and made to revolve rapidly before the eye, produce the illusion of life-likeness; the fitting in of

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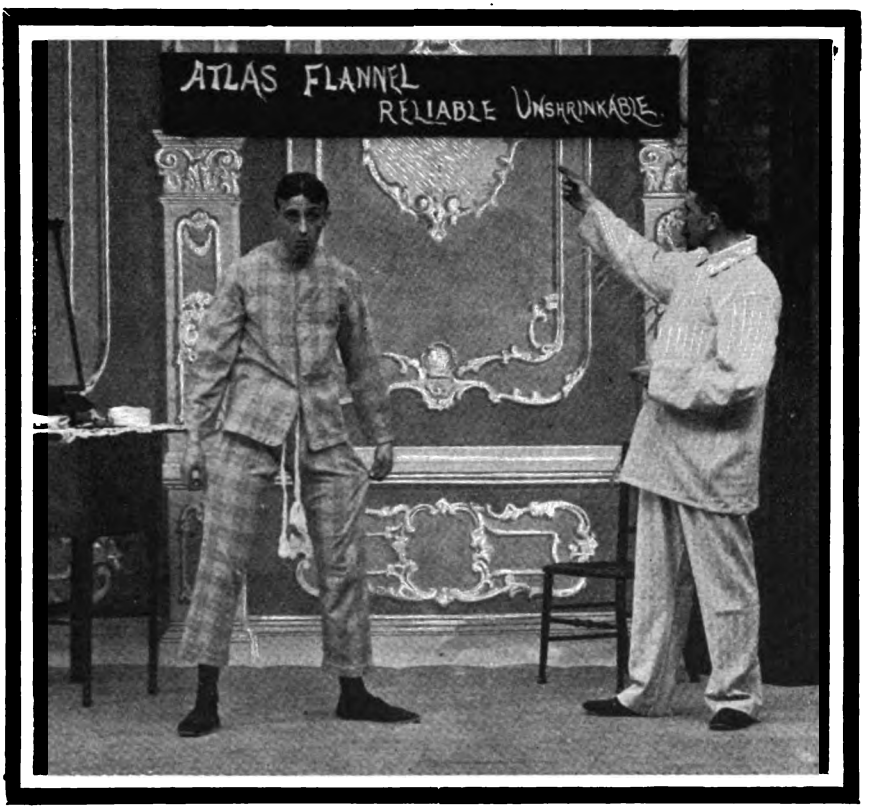
these reels is most simple. Indeed, the strong point is that the whole mechanism is free from complications, and can be easily managed by unaccustomed hands. The reels are just lifted out or in and made to revolve by moving a small lever. No special knowledge or special skill are required, and the workings of the Biogen may be easily controlled by anyone to whom it is entrusted for display purposes. The power required to run the Biogen is supplied by a small electric motor inside the machine, which can be attached to the mains where incandescent current is available. Where such current is not available



a hot-air motor can be used instead. It will be observed that the Biogen is not an expensive machine requiring peculiar circumstances or fittings for its proper display, it can practically be placed anywhere, and as it is as effective by day as by night, it may be used at any time.

The illustrations which we produce will give some idea of the nature of the advertisement to which the Biogen has been adapted. For instance, one of the photographs represents three young ladies whose blouses are made of "Club" flannel, a product of Messrs. Robt. R. Buck and Sons, Atlas Works, Carlisle; these young ladies go through the evolution of club exercise in the ordinary and natural

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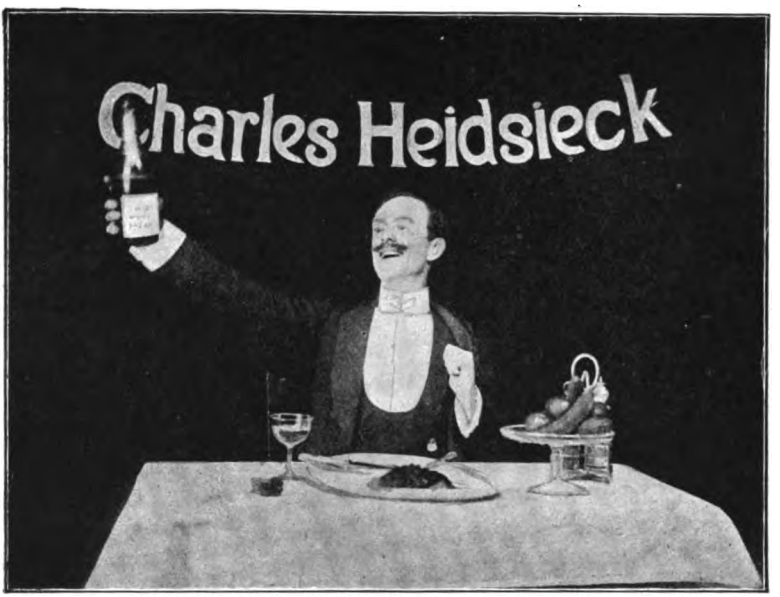
form. One of the Biogen instruments with this series of photos and a set embodying pictures, representing the advantages over another sort, of "Atlas" flannel (also made by Messrs. Robert R. Buck's), has been through a very successful campaign of an agency circuit; that is to say, Messrs. Buck and Sons allowed their agents in each town, where represented, to place the Biogen in the window, or other convenient spot visible from the street, and so create local excitement, interest, and demand for the particular goods. We cannot imagine a better scheme for supporting and advancing the agents' endeavours to push the manufacturers' products. If the strictest economy must be observed, and having no regard to the lapse of time, one Biogen can be made to tour practically every town throughout Great Britain.

Another photo will be observed, in which is represented a gentleman holding aloft, with approving smile, a bottle of Charles



Heidsieck's champagne. This is the final scene of a moving little drama concerning the ills that flesh is heir to. The individual now so smiling is, when introduced to the inquisitive public by the Biogen, a very sick individual indeed. His air is one of extreme dejection, and of one completely broken down. He sits at luncheon but he cannot eat. His shaking hand supports his fevered head, and he moves aside pettishly the viands with which a sympathetic waiter seeks to tempt his poor appetite. The waiter at last brings a bottle of Charles Heidsieck's champagne. A moment of hesitation and the sufferer drinks a glassful. A certain thrill of returning health is discernible, a brightening of the eye. The dose, judiciously repeated, produces the happy effect which our illustration shows. There can be no question that the proprietors of "Charles Heidsieck" get a very telling advertisement.

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The foregoing is sufficient to show how ingenious the method is, and what results may be expected from it. As a matter of display advertisement it is almost ideally perfect. It combines the two great requirements of conspicuousness and constant novelty. The picture, of course, can be changed to an indefinite extent. The methods of making up tableau may be improved in a variety of ways. There is always an opening for the ingenuity of individual advertisers.

With regard to the preparation of photographic series, by which these interesting tableaux are produced, there is a large studio in the West End of London where this special work is done. The producers have at their command a number of ladies and gentlemen connected, as may be imagined, with *the* profession, who are skilled in the assuming of character and the expression of emotion; who are in fact trained in the work they have to perform for the production of the tableaux. These individuals are grouped in the studio, suitably costumed, and framed in surroundings suitable to the particular requirement, and they go through whatever pantomime may be required of them, during which the faithful biograph camera is accumulating impressions of them at the rate of 3,000 per minute, and from these photographs are the reels made.

Wherever this mode of advertising is used it is bound to attract public attention. It is sure to be talked about. The advantages of the Biogen, for its advertising methods, are obvious. It is a method both arrestive and vivid. In addition, it has the saving grace of a novelty—of being something new in a day when there are probably very few absolutely new things under the sun. Furthermore, it need never grow stale, the Biogen can always be new. Age cannot wither nor custom stale its infinite variety—its variety is as infinite as the ingenuity of man to invent new tableaux. Therefore, all things considered, this idea is one calculated to bring in an excellent return on any expenditure made on such an instrument as that which we have just detailed. The more lively your force is in advertising, the quicker are the public liable to appreciate what you are telling them. This is an age of great mobility in almost all phases of life, and "Animated Advertising" is certainly one of the means towards keeping up the reputation of the present age.

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ANIMATED ADVERTISING.

One of the Scenes from The Biogen.

"Woolalone will warm a stone."

Among the many prominent advertisers who use the Biogen may be mentioned the following:—

Messrs. A & F. Pears. Ltd.
" J. & J. Colman, Ltd.
" Robt. R. Buck & Sons.
" Mellins Food, Ltd.
" John Player & Sons, Ltd.
" Entwistle & Keyon, Ltd.
" Crosse & Blackwell, Ltd.
" John Dewar, Ltd.
" Rosbach, Ltd.
The Canadian Pacific R. R. Co.
Morrell & Mouillot's Theatrical Tours.
The Bartitsu School of Arms, &c., &c.

The Biogen is a publicity maker,—an automatic, living, moving, advertising device. There's nothing like it. Write for descriptive booklet, stating your special requirements, to

T. DIXON'S Biogen Dept.,
195, Oxford Street, LONDON, W.

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THE VALUE OF ORIGINAL IDEA IN ADVERTISING.

That imitation is sincerest flattery has long since become a truism, and to nothing does this better apply than to advertising. A new idea makes an involuntary impression, and the better impression it makes on the reader, the sooner he is likely to become a customer.

Imitation of successful ideas and bright, catchy words in advertising is not only nauseating, but positively valueless in making a good impression. No better illustration of this can be had than the Uneeda biscuit "ad." When this idea first appeared it was like a new sovereign right from the mint—bright, original, and full of meaning. It made a deep and lasting impression. People said, "That is one of the best things I ever saw." It made the article advertised famous, and the word "Uneeda" was on a thousand tongues. Then the apes and parrots got to work, and we had "Uwanta Bun," "Uneedem Cigars," "Ulacka Bread," and other sickening efforts in the same strain, none of which make the slightest impression on the reader. There was spontaneous admiration for the clever "Uneeda," and there was instinctive contempt at the weak efforts to ape the idea; consequently they had no value except to make the original more conspicuous.

By this we don't mean funny. A funny "ad" never pays. It entertains, but it does not convince. A clown can make you laugh, but it would be very difficult for him to influence you by serious argument. To be entertaining it is not necessary to be funny. The secret is to have something worth saying, and to say that something in an attractive and convincing manner, this is where the value of originality of thought comes in. Although it is said there is nothing new under the sun, nevertheless it is true that there are unused and novel methods of saying things, and this is called originality. In speaking with a very intelligent and well-read man the other day about the different magazines, he said that he considered the advertisements by far the most interesting part of the book.

This quality of originality can be expressed in many different ways. The current events of the day may be turned to advantage by the alert advertiser. One of the best illustrations of this we have ever seen was an "ad" in the morning papers the day after the yacht race. There was a cut of Uncle Sam and John Bull, each having a miniature yacht in one hand, and Uncle Sam in the act of handing a cigar to John Bull, on which was stamped the name of a well-known brand. Underneath were the simple words, "Here, John; here is something else you can't beat." A whole volume in a sentence—a truth driven in and clinched in a very interesting manner.

Many of the commonest subjects and things can be so handled as to make very entertaining "ads," and at the same time very convincing ones. It don't require genius—unless hard work is genius—but it does require concentrated thought, keen observation, a good imagination and the happy faculty of saying much in little and saying that little well.

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MAIL-ORDER TRADE.

One of the Avenues to Wealth.

NOT TOO CROWDED—*AS YET.*

The Blessings of Poverty have often been dwelt upon by the philosophers, and while the poets have generally avoided it in their verses, some being, perhaps, too intimate with it in their homes, something may have been left for the unpoetic advertising agent to say. Not in its praise, far from it, but of the various roads which lead from comparative poverty to affluence. On most of these the traveller may be greatly helped by advertising. One of the main avenues leading to fortune, which is perhaps not too crowded as yet, is the Mail-Order trade. The foundation of such a business has been said to consist of two parts—1st: Buy something for fourpence and sell it for sixpence. 2nd: Keep on doing it.

We have given some suggestions of value in carrying on such a business elsewhere in this issue, and in the "Follow-up System" article, but perhaps some additional details might not be without interest. Since the establishment of this Agency, say in the last twenty years, there has been a mighty growth in this Mail-Order business, which to a great extent puts the dweller in "the Delectable Duchy" or "A corner of the West" on as favourable terms for purchasing as the denizens of Kensington or Edgware Road. All sorts of drapery are sent by post now, samples and photographic patterns of the goods having been submitted to the country purchaser, and in many large houses the Mail Orders take precedence of all other customers. Similarly, those who dwell "Far from the Madding Crowd" can obtain the needful supplies of cutlery, crockery, dresses, dress materials, watches and jewellery, music or carpets, lawn mowers or cricket bats, by ordering the articles according to number in a handsomely illustrated catalogue. The whole resources of Oxford and Regent Streets are at the command of those who can send a cheque or postal order for what they need.

Not only so, but there are novelties without end. Here are our friends in Regent Street, who will send a portable Turkish bath, for a small sum, or another will send portable electric novelties and electricity through the post. Various systems of education, in languages, book-keeping, electrical and civil engineering, law, medicine and surgery, may all be learned through the post. And yet this business is only beginning to develop and demonstrate its usefulness. It must increase immensely in the next few years. We are in hopes of being consulted by many readers in regard to their initial arrangements and advertising.

We are in a position to obtain supplies of various kinds on the bed-rock market, and to assist by suggestions in various ways those

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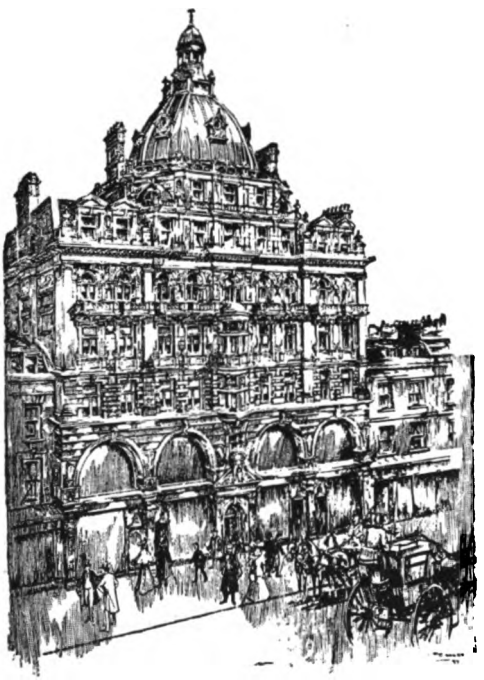
who seek such. We do not anticipate jostling crowds in this avenue of business for some years yet.

The more samples one receives from enterprising tailors, or dress goods firms, the more likely is he or she to feel that "I really must have that new coat," and so on. For a business of this kind, large and expensive shop windows in a popular street are not required, so that enormous rents are saved, and the business done better by having very commodious apartments on the second floor and up to the seventh.

One grand new building, illustrated herewith, has recently been erected in Regent Street, where Hitchins (Limited) of Baby Carriage fame, and The Venetian Glass Company have the magnificent plate-glass windows and first floor. Our friends The Century Thermal Bath Cabinet Co. started in this building about three years ago, and worked up such an extensive business from the top floor that they were very soon able to take complete premises of their own at 203 and 205, Regent Street. So remunerative was their advertising, that they have now, without doubt, one of the largest Bath Cabinet businesses in the world. It is well to point out here that before the important step of moving into new premises, and taking up such an expensive lease, to say nothing of the premium charged for such a lease, was decided upon, the advertiser, like a prudent man that he is, first tested the value of such a shop for his class of business, by taking a small window that was temporarily to let. Finding that the sales were sufficient to warrant the outlay, he was able to buy the lease with a certain knowledge that the outlay would be returned one hundred fold.



Regent House, Regent Street, W.

This is ample evidence of the field that is open to all kinds of trades, and the marvellous developments that can be made in the Mail-Order business.

We have stated our opinion that there is still plenty of room in the Mail-Order business for people who have sufficient energy and understanding and a little capital to embark in it.

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The question arises, "What would be a good thing to try?" and then follows:

"How would you begin?"

and 'Why should people send us money for goods they can buy nearer home, in any draper's or oil shop?" Well, in the first place you don't want to advertise an article that can be bought "in any oil shop," unless it is your own proprietary article. There would be no profit, for example, in advertising good nails at threepence per pound, though that would be an extravagant price for ordinary nails. The postage would swallow up too large a proportion of the profit. Yet the fact of things being sold cheap sometimes, is not always a barrier to a good Mail trade being done in them.

We have seen in a shop window razors advertised at eightpence each, and they appear to be "all very fine and large." That does not prevent a large trade being done in razors of known excellence with the trade mark of some reliable maker. The man who buys a razor for eightpence deserves to be cut, and probably will be. He is of no use to you. Then, perhaps, you don't know a good razor from a bad one, but leave it all to your barber. We have quite a number of friends, well up in years, who never shaved themselves in their lives—happy men. Now there is just the point, try

Something that you fully Understand,

and study it thoroughly, and learn all you can about it. Its production or manufacture, uses and qualities, as compared with similar articles, will all be of interest and benefit in forming your plans. It will be important also to know all about the sources of supply or production, the chief markets of the world, the seasons and the reasons of variation in price and quality, and in fact to know your subject most intimately and thoroughly. If, for instance, you desire to embark in the sale of a line of sponges, for domestic use, you would not confine your researches to the Encyclopædia or the British Museum, though some time might be spent there to good purpose, but you would go around and find out the difference between the ordinary kind and the finest Turkish glove sponges. You must be able to distinguish between the different textures and qualities, in fact, you should taste, smell, and dream about sponges for a few days, and then you must take your customers into your confidence and tell them all about it. Warn them against the unnatural whiteness of some which may have been used in hospitals and afterwards cleaned by acids (beware of them, mothers!) and finally let it be known to all the world that you have the finest assortment in the kingdom:

"A large one for the lady and a small one for the baby."

Let everybody send for your illustrated catalogue, telling all about the divers in the Mediterranean Sea, etc., or send a shilling for your latest bargain, "The Duchess' Own," and so on. Then, if you advertise well you will have a good sponge trade established.

When you have received an order for "The Duchess' Own" or "The Baby's Delight," the shilling you received for it will not go far towards paying your expenses of advertising, postage and correspondence, for it ought to be as good a sponge as could be laid down

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for ninepence by the thousand. But you are laying the foundation of a business from which you may be able to squeeze out a fortune or at least a competence. You ought to be identified with your business. A celebrated dealer in fire-proof safes continually propounds the question "Who's Griffiths?"—millions of times the query has been asked in the newspapers, and still the answer is the same "Griffiths, the Safe man, 43, Cannon Street, E.C." Now, there would perhaps be no objections to your being known as

Squeezem, the Sponge Man.

One advantage of this sort of thing is that a letter from any part of the world addressed "Squeezem, Sponges, London," would find you without any street address, and every one of your customers would remember it without an effort.

It is quite a good point to have a firm name which alliteratively or otherwise connects itself with the business such as, for instance, the long established and excellent business, now known as "Waukenphaust, Limited." In our early school days we thought *Mr.* Waukenphaust's shoes were about the best that could be got. There are many old-established firms in London still trading under the old name, though there is not a single member of the firm now bearing that name. This is perfectly legal, as is also the adoption of almost any name. Therefore, in beginning your business, if you do not use your own,

Get a Good Name.

Within certain limits, there is a good deal of freedom in this matter. So long as your action does not interfere with anybody else's rights, you may be safe, but it is often advisable to have "six and eightpence" worth of legal advice in such matters. Our special article on "Trade-Marks," commencing on page 61, gives some valuable information on this very important subject. There are cases in which a man may not even use his own name. Several persons for doing this are now confined in a place where they are not known by names, but by numbers. A very flagrant case of this kind, was that in which Messrs. Brinsmead, the celebrated piano manufacturers, justly prosecuted parties of the same name, who attempted to get up a public company on what the Judge and jury decided to be false pretences. Freak names such as Waukenphaust, Phiteesy, Woolalone, and so forth, as a brand of goods, can be protected by registration, while the honest John Smith's boots would be liable to imitation by any son of Saint Crispin lawfully bearing that honoured name. In this connection also we have heard somewhere of a "Tenashus" Shoe Co., which according as you pronounce it may suggest being good for tennis or for climbing hills, holding on well, or sticking to your foot like a glove, very durable, etc. When you have got a good name, you have made a good beginning, but that is not all that is necessary, you must be tenacious, stick to it till it is a success. Some of these made-up words with a little more meaning than ordinary dictionary words are very fit for advertising purposes. We are reminded of a loquacious old darkey, who generally prefaced his remarks with "If you allow me, Boss, to offer a *sagastuation*," and there was frequently a good deal of sagacity in the old man's suggestion.

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A Patent Article is good

if it supplies a want that is universal, a domestic article such as a new egg-beater, or a potato slicing knife, or a poached egg lifter, perforated to let the water drip off. Any thing of that kind, when it is just new, if you control the sole right of selling the article, may go very well Good housekeepers are always ready to consider a labour saver, or an improved culinary device, if it is properly advertised and well put on the market. An article of this kind needs a good deal of study. To understand fully the points desirable in an egg-beater, for example, you want to try beating an egg yourself in all the different ways practised by the cook, the cake baker, or the confectioner.

When you have laboriously beaten up an egg in the old-fashioned way, or watched your wife do it with a fork or a long silver knife, then see it done with a wire whip, or one of those springs you push up and down, or the machine that works in opposite directions by turning a handle, you will know better what is needed than if you read books about it for a month. This is a homely illustration, but the principle applies to every kind of business. In order to make a success you must study the subject thoroughly. We are not experts in egg beating, nor in sponges for that matter, but if we had a client in either of these lines we should study up these matters practically, with great care, so as to draw up the advertisement in an understanding manner, in order to appeal strongly to your probable customers.

The Origin of a Splendid Business,

we know of, let us say it is not on this side of the Atlantic, was as follows: An honest and enterprising apothecary in a country town, observed that the prescriptions from a certain medical man bore a great similarity to each other during the winter months, and made a point of questioning those who were sent for the medicine about its effects. "What is this mixture for?" "Oh, that's for sister; she has an awful cold." "And does this cure it pretty soon?" "Yes, after two spoonfuls she coughs less and less, and is quite well before the bottle is finished." This answer repeated in effect hundreds of times, had a great effect on the thoughtful apothecary. On the death of the old doctor, which happened suddenly, leaving a family not too well provided for, the apothecary paid two hundred dollars for the use of the prescription, with the right to use the doctor's name, took out the patent, and began making the stuff by the barrel-full. He began to advertise in the newspapers, and the sale and popularity of the medicine increased beyond the apothecary's wildest dreams. Many a substantial cheque has been received by the old doctor's widow, for our friend, the enterprising apothecary, has always been a generous as well as a clever and hard-working man.

Another Foundation Stone

of a business is price. You settle on a reasonable price for a standard article and you make the price the basis of the business, it must not be too high, above the heads of the masses of the people, nor so low as to leave you no profit, if materials go up as they sometimes do, bringing

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the temptation to supply an article of poorer quality. Take an article in general use, for instance a pair of boots—nearly every man wears boots. What price do you generally pay? 10/-, 12/-, or 15/-? Which gives the best satisfaction, and what can most people afford to pay? Probably a shoemaker will tell you that he makes more by selling the moderate grade than either the lowest or highest priced goods. In the latter case people are apt to keep on getting them mended, again and again, long after they ought to have been given to the poor. In the case of very cheap goods, there is not much profit either to maker or wearer. About twenty years ago a party began to advertise in America "Douglas's $3 Boots." The idea was quite novel, and was regarded by advertising men and the public generally as too funny to be any good. They said "Why does he say $3 boots? that's nothing, you can buy boots anywhere for 2 or 3 or 4 dollars. Why doesn't he say 'solid leather,' or 'good wearing boots,' or something sensible?" But William stuck to his plan, "Douglas's three dollar boots," and it became a mighty success. When you came to get Douglas's catalogue with its infinite variety of styles in sizes and half sizes, your local shoemaker appeared to be nowhere in comparison. A most excellently-arranged system of business, giving satisfaction to every customer, has resulted in a very handsome fortune. Not only so, but several imitators in the same line are doing exceedingly well. We have said before, if you are going into a certain line, study it well in all its bearings. If it is shoes, for instance, go and sit around with the shoemaker, and draw him out, find out all about insoles, and wax-ends and findings, oak tanned, and hemlock tanned leather, skivings and horse-skin and kangaroo skins, etc. You will sometimes find an old shoemaker quite a philosopher and a good observer of human nature, and you can get lots of useful knowledge from some of them. The foregoing are merely a few hints and examples. I should not fail to say that any assistance I can render in the initial stages of a business, or in any plans for

Increasing or Re-organising any Department

is always at the call of my readers, and I am always "at home" ready to consult on any such matters, or to call by appointment anywhere, in town or out of town.

There are a great many things that people do not know, nor is the want of knowledge blameworthy; but it might prove very inconvenient in many small things. For instance, if you are sending small packets to America, tied round with string, and you stick the postage-stamp on over the string, the parcel becomes subject to letter postage. Such a little thing as that might cause no end of trouble. Great care should be taken in all matters connected with the Post-office. In mailing parcels each one should be weighed if there is the slightest difference in the contents, and the requisite stamp affixed to each parcel before they leave your premises. Then the messenger should be instructed to have the Post-office clerk check them off, and see that each one is right. If you have not a good weighing machine in your establishment you should lose no time in getting one. Nothing disgusts a housewife, or any other prospective customer, more than having to be called to the door to pay excess postages.

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System in dealing with Mail-matters.

In many places the rule is to send a boy to the nearest Post-office to find out what the postage is, and let him buy and stick the stamps on the parcel there, and bring the change. Some large houses, with perhaps some 750 letters to post, keep them up to ten minutes to six, then make the boy wait "five minutes" for a letter the manager is just finishing, and must catch the six o'clock post. On the way the boy may see a horse fall down, and of course must wait till he gets up again. Meantime the six p.m. mail is closed and your letters go by the 10.30 p.m. train, some of them not till next morning. Letters ought to be posted regularly at 10 a.m., noon, 2, 4, 5 and 6 p.m. This is a great assistance to the Post-office.

No wonder complaints arise. How much better where there is a proper system, something like this. Every morning the letters are counted by one of the principals or manager, and an entry made in his diary like this: "936 letters received." The address of each one is looked at, and separate piles made for each of the, let us say, four departments of the business. Then the manager of each department takes his portion of the letters and begins the work of opening and attending to correspondence. Every letter as it is opened should have the envelope pinned to it. About one in fifty you will have to refer to for some reason, the date of posting, or because the address is not plain, or for some other reason. Every letter is looked at, and those requiring special consideration put on one side, those requiring immediate attention handed to a competent assistant. Let us say the manager of the Fountain pen department finds a letter from Sir Arthur —— at Bristol that he has lost his pen and wants another at once, he calls his assistant, "Henry, pick out one of those oblique-cut J pens, No. 024, the same as Sir Arthur had before. Pack it up and post it at once before 10.30, then he will have it delivered to him by four this afternoon." The consequence is that we get a letter of thanks for promptitude, and our client is well pleased that his wishes are attended to, and speaks well of us continually, for which we are grateful. The manager continues opening his letters, and attending at once in this way to anything that may be got off by early mail to reach the customer same day, having an alphabetical list to refer to, for hours of dispatching and receiving. A list of customers is also kept indexed by towns, this will consist of an up-to-date card system. Each town is divided off by a card bearing its name, and entered behind it are the names of customers. When an order is received the date is entered, and when the order is filled the date is stamped just after the receiving date *in red* by the shipping clerk. By reference to these cards you can tell at once the date of the last order, and all particulars of business done with that client. Such cards become, after a time, exceedingly valuable. When the "immediate" letters have been all attended to, those which require consultation or are in anywise intricate are taken up and dealt with in detail.

You will observe that it costs no more to do business this way than the other way. A good deal is done by telephone or telegraph nowadays, and it is always well to acknowledge by letter the giving

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or receiving of orders passed by wire. Many minor points in general business might be touched on, which are perhaps more important in the Mail-Order line—such as a good card system, care in writing the address on parcels and letters, registering letters and parcels where they are valuable, and The Advertising.

This—the advertising—the keynote of the whole business, must be begun and carried on with the object in view of establishing a business, which shall have in itself the principle of life and growth.

There must be a margin of profit on the business after all expenses, including the advertising, have been paid.

A good Mail-Order profit is 50 °/₀, which should be sufficient to cover all expenses and enable one to secure large wholesale orders by allowing retailers, say, 33⅓ °/₀ discount. This is a bait to many a trader and often secures a vast amount of extra business. A good margin of profit also allows of offering customers a bonus at suitable seasons of the year, and also for a reduction in the regular price of goods during the annual sale, &c., which otherwise would be impossible. Remember it is not only the price which sells the goods, but the wording and the originality of the advertisement, in fact a leading advertiser boasts among trade circles that he gets a better price than any of his competitors.

When a business cannot afford the expense of advertising, except in very rare cases, it is going wrong, and will soon be outdistanced by competitors. You are not wide awake enough to keep up with the times.

In conclusion, it must be pointed out that particular attention must be paid to the style of advertising and the class of publications used. There are many publications that are expressly suitable for the Mail-Order advertising—any kind of publication does not do, but there are many that make this department a speciality. Take just as an instance the "Strand" and "Tit-Bits" announcement appearing on the page opposite the commencement of this article, an advertisement, by the way, which this agency designed specially for Messrs. George Newnes, Ltd. This announcement draws particular attention to the subject under notice. It is this class of publications that will pay advertisers to watch and use when they wish to build up a quick and paying "Mail-Order" business.

TO REACH THE WEALTHY CLASSES.

The World.

Advertisements intended for insertion in "The World" should reach the Advertisement Office, 9, Fleet Street, Temple Bar, E.C., not later than 12 noon on Monday, and all communications respecting Advertisements should be addressed to the Advertisement Manager, H. FREEMAN.
Telephone No. 40, Holborn.

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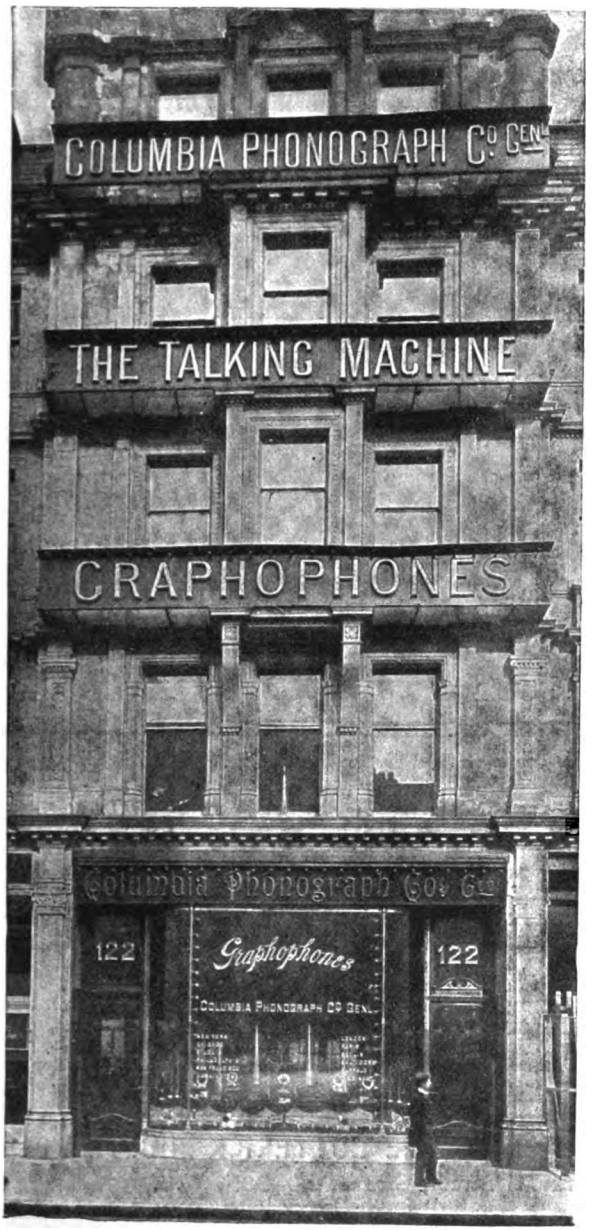
AMERICAN INVASIONS



MADE SUCCESSFUL THROUGH ADVERTISING.

THIS illustration depicts the premises of one of the "Invaders"—our friends, the Columbia Phonograph Co., Genl., 122, Oxford St., London, W.

This Company is a typical instance of many American firms who have established branches on the Britishers' ground and, with the aid of persistent and profitable publicity, created a demand culminating in a trade that is at once remunerative and high-class in character.

The success of the Columbia Co. is a brilliant example of good advertising and "follow-up" work.

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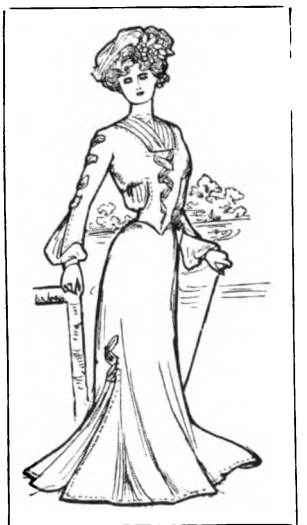
The "Woman Who Buys"

Is easily reached through the

Neat and Dainty like her Favourite Fashion Paper.

—

It keeps her ahead of the Styles.



The Woman who Buys.

Can Dress more Stylishly at less cost than her neighbours because she reads the "Fashion Guide."

Butterick Fashion Guide

The neatest, most popular, and best paying medium for advertising of all the Penny Fashion Papers. Circulation 150,000 Monthly.

Advertising in the ***Fashion Guide*** has nearly trebled the past year, because it **brings Returns. Advertise Anything and Everything** used in a thrifty woman's household in the "Fashion Guide," and **reach Buyers.**

OTHER BRITISH BUTTERICK PUBLICATIONS:—

BUTTERICK FASHIONS FOR YOUNG PEOPLE, 50,000 (monthly)		**1d.**
The DELINEATOR, 15,000 (monthly)		**6d.**
The DESIGNER, 9,500 (monthly)		**6d.**
GLASS OF FASHION, 7,000 (monthly)		**3d.**
METROPOLITAN CATALOGUE OF FASHIONS, 60,000 (quarterly)		**1s.**

Also distinct **AMERICAN, CANADIAN, GERMAN, FRENCH,** and **SPANISH** Editions. All beautifully printed and illustrated, and with large circulations, the American Delineator and Designer alone giving almost a Million Monthly Circulation in the United States.

For space and rates, apply to any recognised advertising agency, or to the

Advertising Department, THE BUTTERICK PUB. CO., LTD.,

1, Arundel Street, Strand, LONDON, W.C.

ROYV. SOMERVILLE, Manager.

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Be Ready.

"If you have good goods and you advertise them well, the public will want them largely, and you must be ready to supply them AT ONCE."

When you have given me your order for advertising, and the matter is fairly on the way, then like a good agriculturist after sowing his seed, you must prepare for the harvest. If you are offering a low-priced article which, from its intrinsic merit, "meeting a long-felt want," or some wave of popularity, you must be sure to have plenty of goods on hand, and further supplies subject to your control or in process of manufacture. Especially is this the case in an article of foreign make. Nothing is more distressing to a merchant than to have to write that "owing to unprecedented demand caused by advertising, the goods are unfortunately sold out, but a new supply is expected in soon." It is very unsatisfactory to the customer, who very likely regrets that he has added to the unprecedented demand. Very often he writes for his money back, and that causes expense all round for no good. Even if you send the goods a week or two later, the desire for them has worn off and your customer is dissatisfied.

How different is the case when everything is prepared in sufficient quantity, the paper for putting up parcels all ready, even the string cut into lengths for the different sized packages, as we have seen it in well regulated establishments, and the employees carefully drilled and instructed beforehand!

I have known a full-page advertisement in one of the prominent daily papers to bring in actually *hundreds* of orders for a half-guinea article during the afternoon and evening of its publication. It was very pleasant to see postal orders and cheques lying about the office in bunches and piles.

With each order filled, even if only for a shilling article, a polite letter ought to go, with thanks for the shilling or half-crown received, hoping the goods will prove satisfactory, that friends seeing them may be encouraged to order some, and also detailing the further resources of your establishment, perhaps enclosing a catalogue. It may be said this is a lot of work for a half-crown article. Well of course; nothing is accomplished without some work, but it is very much simplified by system. You have a typewriter, dictate a nice letter, etc., as above. Then you have a duplicator, take a type-written wax stencil and print off 500 copies beginning "Dear Sir," and 500 "Dear Madam." This can be done in a couple of hours, and costs next door to nothing. Don't send a lady a circular with "Dear Sir" crossed out and "Madam" written in. The ladies don't like that sort of thing, and you will always find it best to meet their views as far as possible.

Nearly every old merchant advises the head of a business firm not to work too hard, often saying "Of course I worked 16, 18 or 20 hours a day, but you don't need to do that nowadays, with telephones and typewriters and so forth. You will find your most profitable days those you spend at the seaside or with a fishing rod in your hand, while your assistants carry out the plans you have organised." If you spend half your time writing letters by hand, instead of dictating them to your

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typewriter, you are valuing your own time just at the amount of his or her salary. The head of a business should be free to think and make plans, and to see the business, as it were, from the outside. "An outsider's view of the game" is proverbially a useful one.

Have plenty of assistants; it is better to have one too many than to have one too few. When everybody has all they can attend to, and a little more, something is likely to be neglected. Where things are not so rushed, more methodical ways of working are likely to be developed, and when expansion comes to the business, you are prepared to handle the increased demand which will arise from judicious advertising.

The Business Van.

A natural sequence to judicious advertising in the papers, another link in the productive "Follow-up" system, is a handsome Van for the delivery of goods, &c. Any business in which the sending home of light parcels is a part should have good vans, and also many who do not send goods home in that way have vehicles more or less ornate in which to send between different branch offices or shops. Such vans or carriages should always be tasteful, they are a "travelling" advertisement, and reflect for good or otherwise according to the equipment. We have pleasure here in referring to Messrs. Parkyn's announcement on page 39. Then they must be well horsed; it is a sad sight to see a nice van attached to a sorry nag, and is apt to give a poor impression of the firm sending it out, and of their goods. On the other hand, when you see a handsome van bearing the legend, in modest tasteful letters, "Peek, Frean & Co's biscuits are the best in the world," it has an appetising effect, and you are not surprised to learn that most of the Royalties of the world are regular customers of the firm. One of the most showy vehicles of the kind ever driven in London is that of "Koko for the hair." Formerly, one of the long-haired ladies rode in advance carrying a banner, but the City Fathers rather objected, it was a little too much, and tended to the congestion of the traffic in busy streets. Major Herrick, the original inventor, tells how he had at first a magnificent horse, about 18 hands high, and one afternoon in Piccadilly the horse sat down and would not go further—it had once been in the circus business. How many minutes it would take to block Piccadilly any Londoner knows, but the big horse sat there and would not budge. The patient, persuasive policeman coaxed and threatened in vain. The 'bus driver gave passing advice and sarcasm, "Take it 'ome," "Send the nuss wiv' a pram for 'im," "'F yid look where yer geegee's agoin' 'e wadna faw daown," and so forth. Half-an-hour (of good advertising) passed, and the policeman told the Major he could either keep on trying to make a move or unharness and leave the van while he went for another horse, "The hair-wash will be all safe," he said. Then some exquisites came out of the club house and had their fun out of the situation. "Don't you see, Chawley," said a smart young fellow, "the old man has trained that fine animal to sit down and gather a crowd, advertising Koko all the time, then he will move on again. Well, he is a clever old Johnny, and, I say, what a splendid horse!"

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ESTABLISHED OVER 50 YEARS.

W. PARKYN & SONS,

Carriage, Cart, and Van Builders, Contractors, &c.

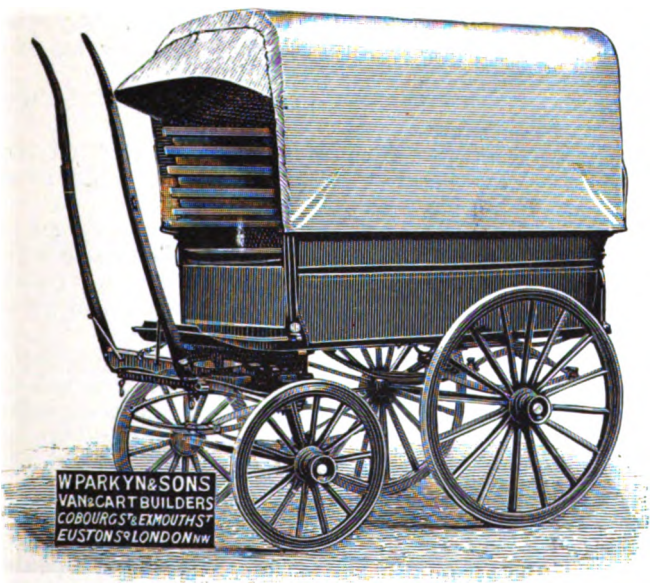
Carts, Vans, &c., kept in Repair by Contract.

ESTIMATES given for REPAIRS, PAINTING, &c.

Vehicles to suit all Trades Built to Order, either for Purchase or Hire.

Travellers' 'Buses, Broughams, Traps, &c.

Pantechnicon Vans, Tunnel Vans, Lift Vans, Trolleys, &c.



Works: COBOURG ST. and EXMOUTH ST., London, N.W.

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"AD"-VERBS.

Being some Practical Publicity Proverbs.

1—The Advertising way is "The Only Way."

2—The true object of advertising is the development of Commerce.

3—Fall in love with advertising and you will be married to Success.

4—Many an advertising opportunity has been lost because of being afraid to open the campaign.

5—The silken cord of judgment is one that runs through the pearl chain of advertising.

6—"The will of the man is by his reason swayed." "That bill of man is by his advertising paid."

7—Artistic designs charm the sight, but it's the merit of the goods that finally wins the business. Therefore amalgamate the talking point with the artistic.

8—Adversity clouds do not move of their own accord. Therefore *push* those clouds away by the powers of advertising.

9—"Genius" in advertising is simply the knack of discerning right from wrong.

10—The "lucky" business man is one who has energy, foresight, good judgment, and an advertising ambition. The great prestige acquired by advertising must be maintained by advertising.

11—The advertiser who desires to reach a certain class, should seek a specialised circulation. There won't be waste in the advertising bill then.

12—Estimates are frequently seen of the amount of money spent for advertising, but no one has yet felt equal to the task of estimating the amount that is wasted.

13—The man who regards advertising as a sort of pipe-dream is pretty sure to go up in smoke.

14—It has been said that advertising is not a vital element of Commerce, but merely an incident in the advancement of Commerce—but it is a very big "incident."

15—Advertisers who aimlessly wander on the sea of publicity are always forced to move aside by the one who knows where he is going.

16—Spasmodic, transient advertisements, are like ships that pass in the night—unknown, unnoticed, a passing glance—then gone and forgotten.

17—The power generated by one advertising campaign gives a momentum to trade, but it must be remembered that such momentum is only temporary, unless the main spring is kept up to its work. The success of an advertising campaign depends on the care with which it is planned, and the effort with which it is executed.

18—There is an old saying that "men are wise who advertise in every generation," but this statement is as false as it is true. The diamond merchant who advertises his wares in a paper that mostly circulates in Whitechapel is certainly not wise. He lacks judgment, and is one of the many who state that advertising is a fraud, and only a device to put money into the pockets of newspaper proprietors.

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THE "FOLLOW-UP" SYSTEM.

"Give me the means whereby I may track him to the end, and I shall gain Success."

Why do you advertise? Why do you keep trying to get into touch with the public? Because you know it pays! Yes, but do you make it pay well enough? Do you work intelligently on advertising's primary results? Think;—think what it means to have a lot of answers to your advertisement, especially in response to "Free Sample" Ads.—to have the very people you are looking for at your hands so to speak, and for you to only send a catalogue or only just the one communication, and to leave it to Chance whether anything good comes of it or not.

Many an Advertiser who shakes the Tree neglects to care for the Fruit. The Enquiries received from Advertising are Fruit Values, all the Juice they contain should be Extracted. If you let these Enquiries lie around in piles they will spoil, just the same as Fruit does. If you Individualise each Enquiry, and consider the Person as a Centre of Influence, the Value of the Letter will appear in due proportion. Therefore you should have a System of Individualising—such a System, if on correct basis, is capable of Extracting the entire Fruit Value from each Enquiry. Without it you are losing Money on your Advertising Appropriations.

The great desire to attain results with the least expenditure of time and effort is responsible for the "Follow-up" system, just as it is for the typewriter, the telegraph, and the telephone. The genius of the business world to-day is exploit in itself in Organisation, and the "Follow-up" system is nothing more nor less than a refinement of organised methods.

Some people may have an idea that the "Follow-up" system involves something of a ready-made character. This is not the case; the exigencies of every business requiring different treatment. The method will suit it to any particular business has to be discovered by different tests on a small scale, until one proves to be a success. It is not always possible to write out at once a paying "follow-up" letter. Often a letter or circular, which on the face of it appears to be a telling appeal, is a miserable failure, but which, if put in a different form, brings instant results. Therefore no "Follow-up" system should be used extensively till each test has been thoroughly applied. This should then be worked for all it is worth, for you are working on a certainty. If you sell goods through Wholesalers, start a series of letters to the Wholesaler. If you want an Agent, get the party who first wrote you to recommend an Agent.

Now supposing we outline a typical "Follow-up" system. Take for instance a manufacturer of sauce, who realises that there are many people in the world who are willing to pay a substantial premium

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if they know that anything they have is as pure as it can be made. This manufacturer decides to put up a strictly fine grade of sauce. The expense of handling it in order to be able to assure the Consumer that it is in every way a pure article, adds, of course, materially to the cost of the production. The expense of labels, bottles, cases and printed matter, also adds, yet the increased expense, to the consumer especially, for table purposes is so small when spread over a year's supply that the average Housekeeper will pay no attention to it. This instance forms an ideal basis for an advertising Campaign for the "Follow-up" system.

Having found a basis, the next step is to consult some authentic advertising agent in whose integrity, ability, and organisation the manufacturer can place confidence. The Agent will probably recommend the use of publications, such as "Ladies' Pictorial," "Ladies' Companion," "Woman at Home," "Our Home," "Ladies' Realm," "Harmsworth's," "Pearson's," and in fact most of the high-class Magazines that have readers who find in their pages answers to such questions as "What shall I eat?" "What shall I wear?" "How shall I raise my family?" and the many practical every-day questions that interest home-thinking people.

Advertising the name, emphasizing the appearance of the brand by a strong illustration and the setting forth of the strong points in favour of the sauce will, in time, arouse the interest of the consumer so that he will ask the dealer, and in this way introduce the goods to a general sale; but modern business methods get ahead a bit, and are not content to wait for the longer process. Innovations by way of presenting the invitation have been introduced and an enquiry bringing advertisement should be prepared, in which an offer would be made of something free, or to send a nicely written booklet, selecting a title applicable to the books, such as, say, "Saucey Soups and Sundries," "Talk about Sauce!" "Sauce for you and I." Anyone who would write for one of these booklets would, it stands to reason, be a person who was more than ordinarily interested in sauce. The person who saw the advertisement without this inquiry-bringing feature, might be impressed sufficiently to buy goods if offered at the dealers, but not as much so as if some definite positive thing was offered which required immediate action to secure. The very act of writing a letter to the manufacturer of the sauce on the part of the inquirer, appears to fix the name of the brand thoroughly in the mind of the person answering the advertisement.

This is one phase of the "Follow-up" system which warrants special attention, and only needs a few minutes' thought to thoroughly see its value.

The next step, when the manufacturer receives the inquiry, is for him to promptly despatch the booklet or free sample, and then commence sending letters to one or more of the well-known good grocers in the town from which the inquiry came, fully explaining the proposition on his sauce from the dealer's point of view, showing the dealer that he can make more profit on a sauce that he sells at a higher price, because his trade will use just as much of it per family as they do cheap sauces, and they will buy it on the quality basis and not on the basis of price, and they will form the habit of using a special brand,

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thus in this way educating his trade not to consider competitive prices, but to stand steady and regular on a satisfactory brand.

The Consumer should have two or three "follow-up" letters until it is known that the sauce has been bought and tested, or that it is absolutely hopeless to secure a trial. Copies of the letters that are sent to the Consumer should be enclosed in the correspondence to the dealer, thus educating the dealer how to sell the goods. This is another phase of the "Follow-up" system that gives a rare opportunity for instruction to the dealer in a manner to which he can take no exception. The average dealer, if he is told that he does not know how to sell goods, naturally resents it with the probable expression that he knows his customers better than outsiders. However, if he is furnished with copies of letters, in which the manufacturer exploits the many little points than can be brought in favour of a certain brand of goods, he is pleased, and it is only natural for the dealer and his clerks to utilize same in pushing off the shelves the goods that he has been induced to put his money into.

The Origin of the "Follow-up" System.

It has been remarked more than once that the "Follow-up" system was originated by the Apostle Paul. His epistles certainly serve as models to those who want to build up a loyal constituency. Establishing a business partakes, in its successful culmination, much of the nature of establishing a religion. The apostle of a business, new or old, must believe, heart and soul, in everything he says. There must be a ring of truth around your statements, arguing only when necessity forces. His strongest words are usually a direct appeal to the actual conditions and needs confronting those to whom he speaks. He must first put himself in the position of those whose minds he wishes to influence.

The following incident will show how this kind of business may be worked even in a small way. A man running a drapery and dress-goods business in a country town did very little newspaper advertising, but built up a trade extending for many miles around that was as loyal to him as the congregation of a minister. At certain periods every year he sent out letters, written in longhand, inviting farmers' wives especially to call and examine new samples of calico, muslins, etc., which he enclosed in the letters. The letter bore quite a personal aspect, and the impression made on their minds that they had been specially sought out and invited to visit so successful a merchant was very gratifying to them, and established a cordial relation towards him and his store that was not easily effaced. When they arrived at the shop the proprietor took care to see them personally, showing every affability and passing them on to the respective departments.

This is the attitude that all successful mail-order houses take towards their customers. They express in written words all the sentiments and thoughts which the man above-mentioned did in his actions. A Card System, properly arranged, enables one to keep track of the different form letters that have been sent out, thus saving the drudgery of writing separate letters to each one and looking up a letter-book to see what was written before. In this way a "Follow-up"

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system, wide in scope and comprehensive in character, can be conducted by one individual with very little additional labour, and the successful culmination which attended the efforts of the shopkeeper, who had the same letter written by different clerks to from two or three thousand people, can be realised in a much larger degree.

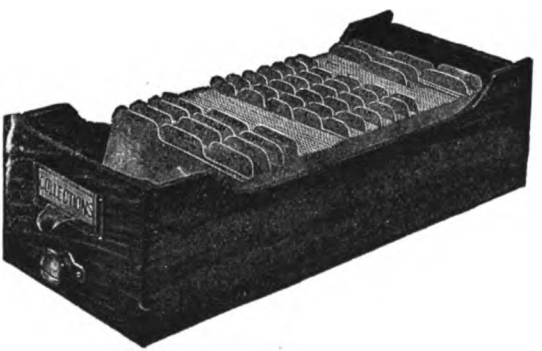
Getting Business by Post.

The "Follow-up" System the main medium.

The vast facilities business men now have at hand are far in front of our friend the shopkeeper's time, described previously, and the post is extensively growing as a vehicle for business at a distance. Two great features have been proved for the "Follow-up" system, namely:—

The "Follow-up" system in its beginning is not complicated. It merely consists in assuming that certain concerns or people are interested in your line of goods, and telling them by letter in as short, attractive style as possible. Business by post is called the "Follow-up" system because it is necessary to write more than one letter to anyone just to give them all the information about the goods. Your object is to give them one point at a time until they see it will be to their advantage to investigate.

A large appropriation is not required to start with. You can feel your way by combined results and theories. If your stenographer is not occupied all day, compile a list of names, either from memory, your files, Kelly's, or your trade reference book—you deal with advertisement replies in their due courses, naturally. Give the stenographer a series of two or three "form" letters, each containing new information about your product, with instruction to write to each every eight days, provided they do not reply. Enter each name on a card similar to the one illustrated on this page, and file it in a case between guide cards, arranged in months and with the daily dates in the current month, for example:—



When the first letter is written, the stenographer notes the date and letter number on the card. Some replies to these are being received by this time and a special letter is dictated in answer, the date being entered in the proper place. The stenographer understands that this prevents any further "form" letters of the *first* series being sent, and so

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omits this concern when writing form number 3 at the end of another eight days. A concern that has had a special letter is treated with a *different* set of "form" letters intended to follow up the quotations made and explain further points about your method of doing business. An order would stop this line of form letters, and the date of the order and the amount would be entered on the card.

It may appear to you that orders come in slowly but work out the actual cost of stamps, stationery and stenographer's time, and you will find that the sales are all that could be expected from the expenditure of that amount of money.

Additional Advertising Results.

There are many cases where the best "Follow-up" system is additional and most valuable advertising. Patent medicine on sale in local stores, and threepenny articles for the Grocery trade do not allow much, if any, margin to spend money through the post. An advertisement bringing a large number of inquiries from new people is always desirable, no matter at what price the article advertised is sold. One of the best "Follow-up" systems for a low-priced article sold through the retailer, is for the salesman to carry with him the inquiries received and show them to the retailers. Nothing gives a retailer so much confidence in the effectiveness of advertising as to see in the traveller's hands inquiries from people living in his own district whom he knows personally. The retailer's confidence, backed by his desire to get the money back he has invested, is a sure "Follow-up" system in itself. It produces the habit of selling a certain article, and more than simply selling it the dealer handles it in such a way as to show his own confidence, which is, in itself, infectious. If inquiries never do more than start this train of influence they are worth striving for. It has already been shown that actual experience proves that a person who has written a letter of inquiry is a much easier gotten customer than one who has not. The very act of concentrating the mind on one thing long enough to write a letter impresses the characteristics of an article on the writer's mind, and starts a train of thought which produces a deep impression.

One advertiser, retailing an article at from sixpence, says that he frequently spends a shilling in expressing delivery of his article to a woman who writes him she cannot get it at local stores. This makes a strong impression on the recipient. It is subtle in its tribute to the value of her influence, and she usually tells her dealer about it, making an impression on him of more value and of less cost than the call of a traveller.

The great thing about the "Follow-up" system is to have it fit in and harmonise with your advertising and selling plan, and to be conducted on a scale that leaves no doubt that its benefits exceed the cost of operation.

Incidents are often occurring whereby the value of preserving the names of inquirers, per advertisement, at all times is exemplified in a most forceful manner. To quote an instance: A certain firm engaged in selling good household supplies per post or carrier. They advertised in the high-class magazines, and obtained inquiries from a large

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number of the better-class people who naturally read these publications. They had a good "Follow-up" system, and the person in charge of the correspondence showed good judgment in reading the desires of his correspondents, although many of them asked for something which he knew they did not want, just as people coming into a shop will give a shrewd salesman an inkling of their actual desires, though their words, literally interpreted, might mean something else.

In due time this firm accumulated 2,000 names of people with whom they had not been able to do any business, but thinking there might be some value in them, they got up a special offer on an article and sent it out to their list. They received over 200 orders. On analyzing these orders it was found that a very large percentage came from lawyers, so it was decided to take a select list of lawyers from a directory and make them the same offer. The result was the sale of *one table* only. This demonstrates the value of the names of people who have been impressed with the prestige and standing of a firm sufficiently to write letters asking for information.

Be Careful in its Application.

The essence of following-up systems is nothing more nor less than the method by which people who are interested in a certain subject should be easily located, and then these people followed up, until their desires are focussed into sales, or it is proven beyond any doubt that the possibility of doing business is hopeless.

In ordinary business, the man who is offensively persistent, injures his cause more than he helps it. While it is true in these days of sharp competition, the man who does not go after an order persistently is likely to get left, it is equally true that the man who makes himself a bore and a nuisance, is also going to be denied the fruits of success. Therefore, to say just how many letters ought to be written, or how persistently a possibility should be followed, is to attempt to solve for all time the complex problem of the human mind. Observation and the study of carefully tabulated data from various experiences alone can give this desirable information. The man who has had experience in other lines can be very helpful in making valuable suggestions, or can be invaluable in the installation of machinery necessary to equip and carry out a complete "Follow-up" system.

The tone of all letters, circulars, booklets, or personal interviews, comprised in the "Follow-up" system, should be dignified, yet self-confident; insistent without being annoying, and the idea always prominently brought out that no business is expected unless the party who is being approached is convinced that it will be to his personal advantage.

Some time since the writer, in talking with a client, urged him to introduce the "Order by Post" department. He, the client, stated that he would like to do it, but did not feel that he had a competent man to take charge of it. He was told that one salesman would, with a good card system, and three or four girls, do the work of from four to five ordinary salesmen. The man to take charge of this department would have to have a thorough knowledge of the goods, and be in every way a good personal salesman. That man was found, the characteristic

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of whom was the seeming ability to size up the kind of people he was talking to. If a woman came in who enjoyed an ample income and asked for a cheap article, he adroitly brought her attention to something that involved the expenditure of more money, and which he knew in the future would give her greater satisfaction than if he permitted her to buy the thing she came in the store for—practically convinced she wanted. It was in this peculiar ability of selling, at a good big profit, the goods that were specially suited to the requirements of the purchaser that this man distinguished himself.

The man who handles a good "Follow-up" system, where inquiries come in by post, must possess the quality of reading the character of the people who write letters through the medium of their handwriting, and the line of subsequent effort on these people must be determined by judgment. It is possible for him to delegate a large portion of the detail, but the points where decision as to policy is the important factor, require a man of high ability and discerning judgment.

The Chain of Forces.

The continuous chain for business-getting is one which should not be broken in any link if the fullest measure of success is to be obtained. And in speaking of doing Business at a distance, the following are the main forces to be employed—the details and media varying, of course, according to the circumstances of any particular case:—Advertising per Newspaper and Magazine—Poster and Street Car work in certain cases—Booklets—Free Samples or Patterns—Follow-up Letters—The Employment of the Card System.

These are the principles to be adhered to in order to get the very last ounce of goodness out of your advertising appropriation. "Keep in touch" is the watchword, and with persistent but dignified following-up, success will be yours as surely as night follows day—"Follow on! Follow on, and you shall be rewarded."

Listen.

The new man in business—the young man—may have done some harm,—the school of experience is costly,—but the "follow-up" system stands to-day as a monument to his desire to know the truth and the determination on his part to treat advertising as a science, study its phenomena, discover its exact laws, and classify all accurate data as a basis for future activities.

Watch.

The 20th Century is showing us some marvellous developments in publicity progress. Advertising has existed in some form or other since the earliest days of civilisation—even Monsieur le Serpent advertised Fruit in the Garden of Eden; but it was only in the first year of this Century that "The Psychology of Involuntary Attention as applied to Advertising" was treated in a truly Scientific manner, and is a subject which promises to be of the greatest practical value to the Advertiser.

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"OUR HOME"

People of Culture and Refinement

read these publications, and this is the class of people that make profitable customers.

The very best class of families throughout the **United Kingdom** have them, and they have become unique as paying mediums for the Family Trade.

The readers of '**Our Home**' and '**The Lady's World**' want what you sell.

Why not approach them?

'**Our Home**' and '**The Lady's World**' are the two magazines of this country devoted to the interests of refined homes.

The rates are £25 per page each publication, with discounts for series.

Special positions by arrangement.

Insets 5/- per thousand.

"THE LADY'S WORLD"

Advt. Offices:—
6, Essex Street,
Strand,
LONDON, W.C.

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Costs Nothing but is Worth a Lot.

"How"

You can get a Booklet

Containing special bargains in advertising, and the names of the best and most **classified** publications particularised for distinct trades and certain businesses, covering specialised and fertilizing ground.

This Booklet gives the "**how**" of the whole thing, and may **save** you many pounds, much time, and unnecessary worry.

It also gives details of the process-work in relation to Illustrated Advertising and information as to time-saving office requisites—**New ways of doing old things, and the best way of any way.**

"DIXON'S 'HOW' BOOKLET"

Will be sent free to all who like to send a letter—no post cards please—for it. There will be no charge whatsoever, not even for postage. Write for it **now** before you forget, to the publisher :—

Thomas Dixon,
193 & 195, Oxford St.,
London, W.

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American Advertising.

INTRODUCTION.

AN ADVANTAGEOUS ARRANGEMENT.

The Page and LeQuatte Advertising Agency, with main offices on the second floor of the Record-Herald Building, Chicago, a branch office in New York, and local representatives in nearly every city in the United States, is the most progressive of all the great American Advertising Agencies. No other American agency has made for itself a stronger record for carefully protecting the interests of its customers and working with them to place the business advertised on a solid foundation upon which to build for success. They number among their customers some of the oldest and best known establishments in the United States, as well as many other substantial concerns whose business has been brought into prominence within the last few years through the advertising directed by this agency.

It was the first agency to recognise the immense value to the advertiser of direct information concerning the people, merchants, and advertising media of each locality, secured through local representatives who are in direct touch with local conditions. In connection with this policy they have made arrangements with the Page-Davis School of Advertising, which gives them a corps of some six thousand local correspondents in all parts of the world, each of whom is a trained advertising man, able to secure and weigh any information that he may secure at their request.

We have arranged with the Page and LeQuatte Agency to represent the interests of our English customers in the United States, while we represent the interests of their American customers in the British Isles.

Mr. Timothy Wilson LeQuatte, of this agency, contributes to this volume of the "Advertisers' Guardian" a chapter on American Advertising, which will undoubtedly be of interest to every British advertiser.

Thomas Dixon.

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American Advertising.

By Timothy Wilson LeQuatte, of the Page & LeQuatte Agency, Chicago, U.S.A.

The people of the United States have been more prosperous during the year that has just passed than they have ever been before. While I would not go so far as to say that advertising has been the sole cause of our national prosperity, it is undoubtedly a fact that the men who have realised the possibilities in intelligent advertising as applied to their own business; the men who have had faith enough in their own products to advertise their merits to the buying public; the men who have used magazines, newspapers, street cars, billboards, etc., as a means of soliciting trade, have been able to secure for themselves more than their share of the national prosperity.

The great department stores of Chicago, New York, Philadelphia, and scores of smaller cities, would be an impossibility without the American newspaper. Men and women are drawn for miles from the three great divisions of Chicago to do their shopping in the down-town district because the merchants in the down-town district have used pages and double pages of space in the daily papers for the purpose of telling the people about the excellence of their goods and the reasonableness of their prices.

In order to tell this story properly, the American merchant has found it profitable to use expensive and well-executed illustrations in large numbers. Next to seeing the article offered for sale, the pictured reproduction of the article in question is a strong factor in bringing a possible buyer into the store. We Americans are a busy people, and often, if the first impression of an article is not favourable, we do not take the time to investigate further but take our business to the man who has taken the trouble to see that his merchandise is properly represented by his advertisement. As a usual thing the buyer's judgment, based on this first impression, is correct, for the man whose advertising matter is not as well written or as well illustrated as that of his competitor is also behind that competitor in the style and quality of his merchandise.

Much of the force of this retail advertising is due to the fact that many of the articles advertised have already been brought to the attention of the public by *general advertising* on the part of the manufacturer. This general advertising has established for the article in question a reputation for "quality," "style," "purity," "convenience," or special recognised "value" of some kind that recommends it to the possible buyer and removes all doubt as to the genuineness of the "bargain" offered.

The method employed by the manufacturer in establishing a desirable reputation for his product depends, of course, very largely on the nature of the product. Aside from that, the capital available for advertising purposes usually governs the plan of campaign.

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If a product is new and the capital limited, it is often advisable to interest the people of one city or town at a time through the advertising columns of local newspapers, and by the use of circular matter, form letters, etc., together with personal appeals for the co-operation of the local dealers. Gradually the territory covered by this advertising can be increased as the business grows and the capital will permit, until the goods are distributed in the hands of jobbers or dealers over enough territory to make it profitable to use the magazines of general circulation among the particular class of people to whom the manufacturer expects finally to sell his goods.

In case an article has some special or peculiar merit, or is entitled to recognition because of some particular point or points not possessed by competing articles, it is sometimes advisable for even the small advertiser to begin his advertising campaign through the magazines of general circulation. By a judicious selection of magazines best suited to his particular business, he can bring his product to the attention of possible buyers in every part of the country. The readers of these literary magazines have acquired the habit of answering advertisements appearing in their favourite publication, and of investigating for themselves the claims of the manufacturers in regard to any advertised article in which they may be interested.

This gives the manufacturer a valuable list of persons who have shown an active interest in his product. The very fact that they are readers of high-class magazines gives reasonable ground to suppose that they are financially classed with the well-to-do, and that they can afford to gratify their ordinary desires. If then they can be convinced that the article advertised is meritorious and that it will answer the purpose for which they expect to use it, they become customers. This matter of securing the inquiry from interested persons, and of convincing that enquirer of the value of the article advertised so that he becomes a buyer, has received special attention at the hands of American advertisers during the last few years, and has resulted in a heavy increase in magazine advertising designed to put the manufacturer in direct touch with the man or woman who eventually pays for the goods, whether they go through the hands of the wholesaler or retailer or direct to the consumer himself. American manufacturers are each year recognising more and more the fact that the consumer is the man who really decides whether an article is to be a success or a failure from a financial standpoint. They have learned that it is a comparatively easy matter to place the first order on the shelves of the dealer, but they have also learned that unless those goods please the consumer the dealer will never sell them, and naturally will never re-order.

Many and varied plans have been successfully used to keep the manufacturer in touch with the consumer after he has answered an advertisement, but the purpose has been the same, viz.:—(1st) To convince him of the superiority of the goods advertised and make a sale. (2nd) To use these inquiries and sales to prove to dealers that there is a lively interest on the part of consumers in the article advertised, and that sales can be made if the merits of the article are rightly set before the consumer. Of course, aside from the answers

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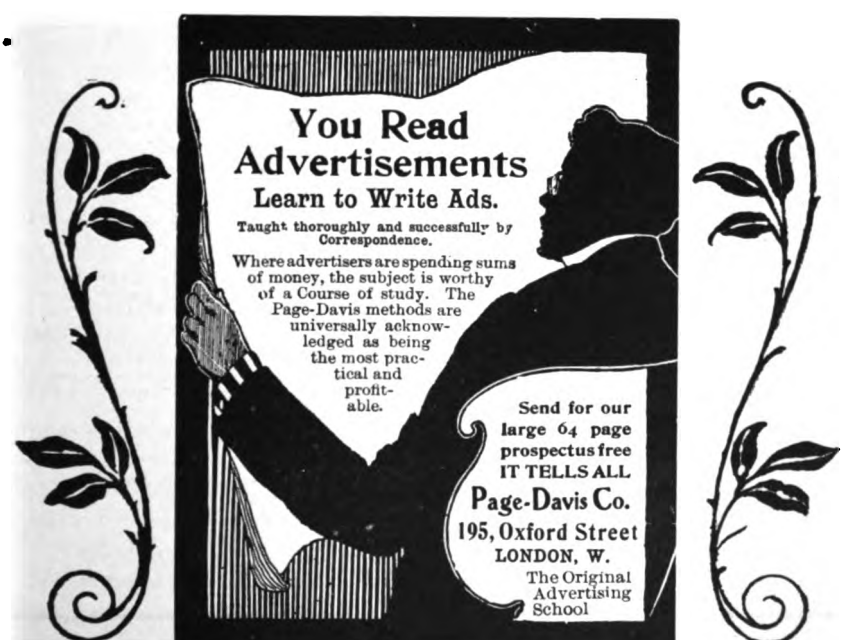
received, there is an additional value to the advertiser in bringing to the attention of readers the good points of his product as they are brought out in his advertisement, but the tendency among American advertisers at present is to measure the comparative value of advertising in the various magazines by the character and cost of the inquiries.

There are many exceptions, of course, among those advertisers who are financially able to use large space in all of the leading magazines and in the newspapers, on the billboards and in the street cars. These advertisers can afford to enter into detail in their advertising, and to overwhelm the public with the vast amount of advertising they are doing; but even they can, in many instances, increase the value of their advertising by a carefully thought-out system of drawing inquiries from interested persons, and of sending direct to those persons who inquire for additional and more comprehensive evidence and arguments as to the merits of the goods, and at the same time using the names thus secured to prove to the dealer the value of the advertising being done in increasing his trade. The character of the questions asked and the remarks made in these inquiries are also valuable as a guide in framing future advertisements, so that the points brought up in these inquiries may be made strong and clear.

The American people are ever on the watch for something that will add to their pleasure, comfort, or convenience in their homes or in their places of business. There is undoubtedly a market in America for the foreign products that will meet any of these requirements, and in which the manufacturers have confidence enough to spend a reasonable amount of money for well-directed publicity.



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THE LAND OF PROMISE.

SHREWD business men are preparing to secure a foothold in the vast districts of South Africa, which promises to offer to investors, manufacturers, farmers, miners, and others, the best and richest opportunities that ever existed in the whole of South Africa.

The vast area that is open for the extension of business can hardly be realised at first thought—the probabilities of fortune-making may seem incredible, but when we look into the matter and get at the actual ground, we must realise what a prosperous time it must mean in the near future. The new governing prospects will tend to alleviate all classes and degrees of the population to the betterment of all social surroundings—conditions that will naturally reflect upon the private comforts and demands of home life. It is therefore reasonable to assume that the people will be only too ready to take advantage of advertised productions that are calculated to meet their individual requirements. Remunerative employment naturally advances the spending proclivities of the individual, and that is why this wide field of "new" South Africa offers the most excellent opportunities ever known.

This agency has gathered, and is still gathering, authentic information, reliable data, and is analysing all advertising media with the view of giving the best possible results to those business men who are open to accept the proposition of getting good trade in the "new land."

British goods will be popular, and that is why Britishers should get away into the subject before any foreign manufacturers "hustle" their products too much into the minds of the people.

We can give you reliable data to work on. Consultations and advice free at all times. Write a letter to

DIXON'S ADVERTISING AGENCY,
193 & 195, Oxford Street, London, W.

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SOUTH AFRICA.

ONE OF THE MOST PROMISING FIELDS FOR COLONIAL ADVERTISING IS SOUTH AFRICA. THE WAR IS COMING TO AN END, AND THE WAY IS BEING RAPIDLY CLEARED FROM SOUTH TO NORTH, AND IT IS NATURAL THAT ADVERTISERS ARE TURNING THEIR ATTENTION TO THIS NEW GROUND WHICH PROMISES TO GIVE PROFITABLE RESULTS.

The South African Colonies are Cape Colony, Natal, Basutoland, Orange River Colony, Transvaal Colony, and the British South African Co.'s Territories; and a Protectorate is exercised over part of Bechuanaland.

The total area of the British Colonies, *exclusive* of territory over which a protectorate is exercised, is 490,000 square miles.

The area of the "Protectorate" Territories is over one million square miles.

It will be seen that the enterprising advertiser has an immense field for his operations, and having regard to the gradual settling down of South Africa and the steady progress of trade out there, he should quickly decide as to the methods he will adopt in order to secure to himself a share in the boom which will undoubtedly follow the close of the war.

The South African Colonies will require from the mother Country not only Mining Machinery, but all those necessaries to which the 20th Century has accustomed civilised man. They will require machinery of all kinds: agricultural, steam engines, sewing machines, textile machinery; rails, iron and steel wire, galvanized sheets, cast and wrought iron, lead. They will require beer, spirits, mineral waters, medical waters, patent medicines; cottons, woollens, worsteds, apparel of all kinds, boots, cutlery, hardware, haberdashery, paper, saddlery, silver, jewellery, and the hundred and one other commodities which go to make up the requirements, or fancied requirements, of a civilised community.

South Africa for the British.

England will have spent, or shall spend, two hundred millions sterling to establish herself in South Africa. This cost will hang like a millstone round the necks of the peoples of Great Britain and Ireland and of the new Colonies for many a long day. This being so, the most just and reasonable thing in the world would seem to be, that those who have made the sacrifice and paid the bill, should be the persons to whom the benefits and advantages incumbent upon opening up a new continent to civilisation should fall. It is, of course, excellent business from the Continental point of view that Great Britain should expend the savings of half a century, and sacrifice the flower of her manhood, in order to provide Europe generally with profitable trade-areas and convenient dumping-grounds for her undesirables. If, however, this nation still refuses to take note of the evident designs of our Con-

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tinental friends, then we shall have ourselves to blame for the consequences of our folly. No one can save the wilfully blind and neglectful.

To come from the general to the particular, it is evident that the nations of Europe are making preparations to exploit South Africa for all it is worth.

Already the Permit Office is besieged by applicants from all parts of Europe, many of them persons vomited forth from the slums of the Continent, whose presence in South Africa would amount to an unmixed curse. It behoves us to see to it that this kind of flotsam and jetsam is not permitted to befoul the South African Colonies. The regulations at present obtaining may be considered sufficiently stringent to meet the case, but they will have to be modified in certain instances.

The Englishman, therefore, will have to fight tooth and nail for his share in the trade of South Africa, and it behoves him to be up and doing without delay.

Already those on the spot are preparing the way for the influx of colonists by dealing with the problem of how to cheapen living in South Africa. Mr. Rhodes's cold-storage scheme aims at something more than working profits as food purveyors to South Africa.

Mr. Rhodes recognises the prime necessity of cheaper living in Rhodesia and the whole of South Africa, and it is a desire to further this end that has led to his present enterprise. The South African Supply and Cold Storage Company has demonstrated the profit-earning possibilities in South African cold storage, and Mr. Rhodes now proposes to prove its possibilities in cheapening the food supply of the people.

We see something of the power and purpose of the De Beers organisation in the way it has carried through its first deal. It not only under-tendered Sir James Sivewright's company in competing for the Army contracts, but we are told that it did it in the most pronounced and emphatic manner. For a while the new Company will have enough to do in obtaining adequate supplies in fulfilment of these contracts; but we believe it is the intention to incur no unnecessary delay in the erection of cold-storage chambers throughout South Africa as far north as Bulawayo, and to bring into being a fleet of specially-constructed steamers possessing the most modern advantages in the way of cold-storage accommodation and refrigeration to carry the meat supplies from Australia and New Zealand. The enterprise will, of course, give a welcome stimulus to the meat trade of Australasia, and it will lead, we may confidently anticipate, to a sensible reduction in the butchers' bills of all our South African Colonists who are prepared to sink a natural preference for home-grown meat.

In this way living in South Africa should be cheapened, and an important modification of one of the factors that has seriously tended to retard the development of the country will be effected. South Africa is unquestionably one of the dearest parts of the British, or, for that matter, any other Empire. It is, of course, the natural outcome of the conditions prevailing there—the result of the circumstances that the food supply of the country has in the main to be brought from over-sea and carried inland to the various centres of population over considerable distances; but it is possible, by cutting down the profits

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of the middlemen and by modifying the Customs tariff in regard to foodstuffs and other simple necessaries of life, to considerably cheapen the conditions. Mr. Rhodes probably means to adopt both these measures to gain the end he has in view, for it will be remembered that Rhodesia has quite recently withdrawn from the Customs Union of South Africa, and is therefore free to a large extent to act independently in the matter. Whatever is done, the cost of living in Rhodesia can never, or, at any rate, not for some years to come, be cheap, but there is, happily, a good prospect that it will soon make progress in that direction.

To return to the question of advertising :—

The uncertain value of advertising in the Colonies—that is to say, the value of the returns for the money spent in newspaper and magazine space, has been largely due to the fact that the home-advertising agencies have only been able to base their knowledge, as to the comparative value of various publications, on indirect information. They are too far away from reliable sources to gain any but a coloured report, and can only act according to their judgment.

It would be possible to mention instances in which their judgment has been at fault—doubtless, through want of more accurate information.

Advertisements appear in unfavourable media, offering goods quite unsuited to the requirements of the district, and others are omitted from papers in the localities where returns would be secured. Space has been occupied in papers of no standing in preference to others in the same district having double and treble the circulation at no higher rates, or very slightly in advance. Either of these steps has proved a waste of money for the advertiser, and one cannot be surprised at him saying—" Well, I don't think there's much good in advertising in the Colonies ; anyway, the returns are very uncertain."

On the contrary, there is no reason at all why advertising in South Africa should not pay, but it must be rightly conducted and judiciously placed ; the matter and design must be attractively set up, whether type-set or electro-block, to make it stand out above the ordinary displayed " ad " of the local merchant.

The general impression in the Colony inclines to the opinion that people don't read advertisements. After carefully testing several districts for various classes of goods, we came to the conclusion that the blame was due entirely to the bad way in which " ads " were set up, allowed to remain unaltered for weeks, even months at a stretch, and, in truth, did not advertise—they were nothing more or less than " cards."

That our conclusion was correct was clearly proved by adopting new, live, systematic methods in advertising goods for sale, and not merely stating the names of firms and their addresses. The success that resulted became very quickly noticeable, both by the concerns to whom we had introduced no " Guess-work " advertising, and their competitors, to say nothing of the buying public, who were always interested in " Somebody's " latest " ad."

The populations of the different centres of South Africa have been of a very cosmopolitan nature in the past, and required different

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treatment and consideration. We may safely conclude that the British element will preponderate more largely than ever, after the settlement of the country, but the Dutch colonists will still remain, and will form a staple market for which advertisers should especially cater.

Their demands are distinct, as apart from Europeans, and vary with the district in which they live. Advertisements designed with a view to reach them, should be worded in the "*taal*," and embellished with attractive cuts illustrating the subject.

The farming population, scattered over the country, is another class well worth cultivating. There are a number of good English and Dutch papers devoted to farming interests, and their readers are always anxious to get the papers whenever they come into town, taking them back to their homes and closely perusing the contents, news and advertisements, and discuss them with the family for several days.

Owing to the increased cost of living in South Africa, printed matter is quoted at a much higher figure than in England. Newspaper advertising rates are more than proportionately higher for circulation not so great; but we have no hesitation in saying that, taken on the whole, the advertisement charges are well worth the money spent, to the advertiser who knows how to make good use of space.

Bill-posting, as another means of gaining publicity, is not developed to the extent that it is in England. Owing to the war several good stations have been allowed to remain idle, though it is understood that this branch will be increasingly developed when business once more resumes a normal condition, and opportunities will not be wanting to secure paying results in good centres.

Were it not for the fact that the publications of the Orange River Colony and Transvaal are at present disorganised, and likely enough will be added to once British occupation is an accomplished fact, we would have included a scheme, suggesting what ground might be covered to considerable advantage by intending advertisers, but it may be here mentioned that such papers as:—

Cape Town—The Cape Argus, daily and weekly; The Cape Times, daily and weekly. **Johannesburg**—The Johannesburg Star, daily and weekly. **Orange River Colony**—The Bloemfontein Post, daily. **Buluwayo**—The Buluwayo Chronicle, daily and weekly. **Salisbury**—The Rhodesia Herald, daily and weekly. **Umtali**—The Rhodesia Advertiser, bi-weekly. **Durban**—Natal Mercury. **Port Elizabeth**—Eastern Province Herald. **Kimberley**—Diamond Fields Advertiser, well cover the ground, are representative organs, and are reasonable in price.

With the birth of the New Year comes the dawn of a new era, new hopes, new aims, new aspirations. The old order gives way to the new. The Vierkleur has been hauled down, and the Union Jack unfurled and hoisted. The unsettled, uncertain conditions that prevailed for altogether too long are giving way with kaleidoscopic rapidity to a feeling of security and contentment, bringing in its train hopefulness and ultimate happiness. The absorbing feature and topic of conversation is the return of the population and the re-establishment of business. There are people on both sides of the counter. Business is brisk.

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The sound of the stamps from the mines along the reef is as melody compared to the boom of the cannon which not so long ago disturbed the place from its sluggishness. You see the march of progress, the contented mechanic; the artisan and the artist; you see manufacturing industries like huge beehives, and commercial establishments with hosts of attendants and clerks; you see the dauntless speculator in his den speculating and contemplating, and the energetic and enterprising professional men moving about actively as if they were in a hurry and had to catch two trains at once, and have made up their minds to miss neither of them. And then there is another colossal cloud of smoke which seems to represent mountains of gold and millions of money, and right above that fancy pictures a prosperous city and a nation at rest. Each one that comes back is paving the way for somebody else to return, and the process of licking into shape will increase and extend like the circling ripples on the surface of the water when some object is thrown into a pond, and so help to accelerate the great task of rehabilitation and repopulation with the concomitant resumption of trade and the reunion of families and friends.

The ONLOOKER.

A Weekly Illustrated Society Journal. . . Every Tuesday, Price Threepence.

SCALE OF CHARGES FOR ADVERTISEMENTS.

Size of Page, 10 Inches by 6¾ Inches.

ADVERTISEMENTS IN LIGHT TYPE ONLY.

Railways and Steamships, Theatres and Amusements, Hotels and Restaurants ... 1s. per line.

FRONT COVER.

Panel (about 2½ inches) half across Page ... ... per insertion	£3	3	0
BACK COVER—Whole Page...	10	0	0
Whole Page, facing opening matter ... ... per insertion	15	15	0
Other Pages, facing matter ... ... ,,	12	12	0
Whole Page, ordinary position ... . ,,	10	10	0

Half, Quarter, and Eighth Pages *pro rata*.

Per Inch (Two Cols. to Page) ... ... per insertion	0	15	0
,, (Three ,, ,,) ... ... ,,	0	10	0

Special Positions by arrangement.

Paragraph Advertisements—3 lines (minimum) ... ... ,,	0	15	0

Company Prospectuses, £15 15s. a Page, and *pro rata*; Financial Notices, &c., 1s. 6d. a line.

Discounts for Series—5 per cent. for 13; 10 per cent. for 26; 15 per cent. for 52.

Advertisement Offices - 16, Bedford Street, W.C.

Telephone No. 2373 Gerrard. Telegraphic Address: "Sundart," London.

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"BEST AND BRIGHTEST OF THE WEEKLIES."

To-Day

PRICE 2D.

A Weekly Magazine-Journal.

Reaches Those With Money To Spend.

WILL YOU GIVE THE PAPER A TRIAL SERIES?

ALL ADVERTISEMENTS

(EXCEPT THOSE ON OUTSIDE COVER PAGES)

FACE, OR ARE OPPOSITE, READING MATTER.

Goes to press Monday. ✣ ✣ Published Wednesday.

SEND FOR SPECIMEN COPY AND RATES TO

Advertisement Manager, 8-9, ESSEX STREET, STRAND, W.C.

"That which did not a little amuse the Merchandisers was, that these pilgrims set very light by all their wares."

Weekly 6d. **VANITY FAIR** Weekly 6d.

A WEEKLY SHOW OF POLITICAL, SOCIAL, AND LITERARY WARES.

Published every Wednesday in time for the Early Morning Mails.

"Vanity Fair" is the Oldest Society Paper.

ESTABLISHED 1868.

"VANITY FAIR" is the best medium for Advertisers who are desirous of having their announcements brought under the notice of the highest, wealthiest, and most influential classes.

Communications respecting advertisements should be addressed to Mr. A. H. POOK, Advertisement Manager, and "Copy" must reach the Office not later than 1 p.m. on Tuesday.

A full price-list of more than seventeen hundred Cartoons sent free on application to the Publisher,

"VANITY FAIR," 7, Essex Street, STRAND, LONDON, W.C.

TERMS OF SUBSCRIPTION:

Three Months, 7s.; Six Months, 14s.; Twelve Months, 28s.

Post Free within the United Kingdom. Twelve Months, Post Free Abroad, 30s.

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TRADE-MARKS

As a valuable Asset in any advertised business.

Among the perplexities in advertising there is one certainty which none dispute—that is, the certainty of the value of a distinctive mark, sign, or title. A trade-mark consisting of a distinctive picture, catch-line, emblem, or device that gathers strength from repetition, is a matter deserving of the strictest attention of all advertisers.

In getting out such a trade-mark, whereby your advertisements will be known when and wherever they appear, always endeavour to embody in its design that which at once conveys three things—(1) what it is made of, (2) what it is made for, and (3) what is the result of its use. When this is done you have at your command a trade-mark that counts for a great deal in the success of your advertising. A design should, under all circumstances, be registered as a trade-mark, and if the registration thereof has been carried through in the proper manner, it offers you, in the first place, protection against the piracy that, unfortunately, so often takes place in the commercial world. Secondly, it is one of the most reliable means of associating at a glance the article of manufacture with advertisement, and also may be termed the foundation stone of any advertising house. You attain a quicker and more certain result than if you went about it by way of advertising a particular name or catch-line for years and years in order to entitle you by common law to its sole use, and chanced the "other people" taking a similar course. There is no doubt that the Trade-Marks department is a very important one to the advertiser, for it really gives him the material to build his advertisements on and his firm a foothold in commercial business not easily set aside.

If instances are required as proof of these assertions, take the designs of "Monkey Brand" Soap, "Zebra" Grate Polish, or "Quaker" Oats. And to particularise an instance, take the "Won't wash clothes" monkey. He is always busy polishing something or other, and this particular ape is a strong argument in favour of the cleaning propensities of the article advertised—he is always demonstrative, and there is reason in what he is depicted doing every time. The idea is not burlesque, although it is grotesque. It is its grotesqueness that makes it stand out from similar advertisements; it is the idea of a monkey making things clean, and, above all, keeping himself in such a perfect state that causes this advertisement to be one of the most telling and remunerative of its class.

All advertisers interested in trade-marks will find the following article, by Walter R. Warren, Barrister-at-Law, both interesting and of practical value.

It may be added that any further advice on this important subject may be obtained from Mr. T. Dixon, 195, Oxford Street, London, W., who is able to carry through such matters in a proficient and expert manner. He is willing to collaborate with anyone in business to form an emblem or create a design that shall embody the essential features of a trade-mark, by which all the world shall recognise the name, the article, and its quality at one glance.

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TRADE-MARKS.

What is a Trade-Mark?

A Trade-Mark is a symbol which is applied or attached to goods offered for sale in the market so as to distinguish them from similar goods, and to identify them with a particular trader or with his successors as the owners of a particular business, as being made, worked upon, imported, selected, certified or sold by him or them, or which has been properly registered under the Acts as the trade-mark of a particular trader (*).

What Trade-Marks may be registered?

Any symbol may become a trade-mark if capable of distinctive use. Not all trade-marks may be registered, but by the present enactments, section 64, only those which contain certain symbols, and only those symbols which contain or consist of one, at least, of the following essential particulars may be *registered*:—

Alternative essential particulars.

Trade-Marks Act, 1888, sec. 64.

(1) (*a*) A name of an individual or firm, printed, impressed, or woven in some particular and distinctive manner; or

A name.

A signature.

(*b*) A written signature, or copy of a written signature, of the individual or firm applying for registration thereof as a trade-mark; or

A device, label, etc.

(*c*) A distinctive device, mark, brand, heading, label, or ticket; or

An "invented word."

(*d*) An invented word, or invented words; or

A word not referable to goods, not geographical

(*e*) A word or words having no reference to the character or quality of the goods, and not being a geographical name.

What may be added.

(2) In forming the trade-mark, there may be added to any one or more of the above particulars—any letters, words, or figures, or combination of letters, words, or figures, or of any of them, but whoever applies for registration of any such additional matter must state in his application the essential particulars of the trade-mark, and must *disclaim* in his application any right to the exclusive use of the additional matter, and a copy of the statement and the disclaimer will be entered on the register.

Trader's own name—no disclaimer.

(3) A person need not disclaim *his own name* or the foreign equivalent of it, or his place of business; but no entry of any such name shall affect the right of any owner of the same name to use that name or the foreign equivalent of it

(*) Kerly on Trade-Marks, 24.

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Old arrangements. (4) But any special and distinctive word or words, letter, or figure, or combination of letters or figures, or of letters and figures used as a trade-mark, *before* 13th August, 1875, may be registered as a trade-mark.

The main feature of a trade-mark is that it DISTINGUISHES THE OWNER'S GOODS.

The pith of infringement. The main feature of an *infringement* is that the improper use of the mark by someone else on their goods is CALCULATED TO LEAD PEOPLE TO BUY THOSE GOODS, BELIEVING THEM TO BE THE GOODS OF ANOTHER SELLER. Hence the mark must be distinctive—something not in common or ordinary use.

A trade-mark ear-marks goods, not persons. The relation or connection between the owner and the particular goods is immaterial—he may be their manufacturer or not; but *the trade-mark ear-marks the goods as coming from a definite and limited source.*

The property in a trade-mark ceases if and when the trade-mark ceases to be distinctive.

The Registers. The Register of Trade-Marks was instituted in 1877. It is kept at the Patent Office, Southampton Buildings, Chancery Lane, London, E.C. A copy of the entries relating to COTTON GOODS is kept at Manchester, and a branch register of the marks for metal goods registered by residents in, or within six miles of, Hallamshire is kept at Sheffield.

"Manchester goods"; and Sheffield cutlery.

Registration not compulsory, nor always necessary. The Register is under the control of Comptroller-General of Patents, Designs, and Trade-Marks, acting under the superintendence of the Board of Trade; and may be searched by the public for a small fee. No one is *obliged to register* a trade-mark in order to protect it against infringement, or to enable him to bring an action for infringement.

Advantages of Registration: Nevertheless, registration has many advantages:—

(1) Public use; (1) Registration is equivalent to public use of the trade-mark.

(2) evidence of right; (2) It is *primâ facie* evidence of the registered proprietor's right to the exclusive use of the mark for the goods for which it is registered so long as the mark remains on the register, *provided* the proprietor is the owner of the goodwill of the business in the goods upon which the mark is used.

(3) bringing proceedings; (3) In an action for infringement of a trade-mark, the person bringing the action *must* be the registered proprietor of the trade-mark in question at the time when the action comes on for trial.

[This does not, however, apply to a case where the action is brought for damages, &c., for "*passing-off*" goods by the defendant as if they were goods of the plaintiff, even though it involves the consideration of an improper use or imitation of the plaintiff's unregistered trade-mark.]

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(4) Criminal law.

(4) It is, also, useful in order to give the trade-mark the protection of the *criminal* law.

It has been observed already that not all trade-marks may be registered.

"The nominative case."

The "name of the individual or firm" appearing in the trade-mark must be in the nominative case.

A "label" must be an arrangement of words and devices, or of either of such, so designed as to be distinctive.

A "word-mark" must be distinctive like any other trade-mark. The mere name of the goods themselves *cannot* be registered.

Two important questions.

Two matters specially call for some attention :—

(*a*) What is an *invented* word?

(*b*) What is meant by a word having no reference to the character or quality of the goods, and not being a geographical name?

An "invented word"— The great Solio Case

To answer these two questions is no easy task. The great case upon "invented words" is the *Solio Case*, which came before the Courts because the Comptroller refused to register the word "Solio" as a trade-mark for photographic paper on the ground that the word had reference to the quality or character of the goods, and did not consist of an "essential particular." The case was heard before Mr. Justice Kekewich and then by the Court of Appeal, both of whom upheld the decision of the Comptroller that the word suggested the "sun" and hence referred to the class or kind of goods to which it was sought to attach it.

The case went up to the House of Lords for final decision, where the judgment of the Court of Appeal was reversed, in 1898.

Eastman Photographic Materials Company v. Comptroller-General of Patents, Designs, and Trade-Marks. H.L. (1898) A.C. 571.

The House of Lords determined that divisions (*d*) and (*e*) in the section above set out are quite distinct, and that, therefore, under (*d*) you may register as a trade-mark an "invented word" without regard to whether it has or has not reference to the quality or character of the goods; and that under (*e*) you may, as an alternative course, register some word or words which have no reference to the quality or character of the goods.

What the Judges say— (1) Lord Halsbury.

Having regard to earlier cases which this *Solio Case* overruled, I think it worth while to give extracts from the actual judgments of the Judges in the House of Lords.

LORD HALSBURY, L.C.: "I think it (Solio) is an invented word within the meaning of the statute. I know of no such word as 'Solio' in any sense which would make it intelligible here, although it is an Italian word meaning 'throne,' and although it is a Latin word in the ablative case with the same meaning. Not much reliance, however, is placed upon the word having some meaning in a foreign tongue; but what is put is that it may have extracted from it some meaning in relation to the character or quality of the goods, because the letters S, O, L, may be understood to mean the sun,

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and that Shakespeare in *Troilus and Cressida* speaks of our planet 'Sol,' and that inasmuch as the goods in question are photographic papers, and sunlight is operative in producing impressions on photographic paper, *Solio* comes within the prohibition against using words which are distinctive of the character and quality of the goods in respect of which the word is sought to be registered.

"Solio" is not "Sol"— "Sol" is not "Solio."

"My answer is that 'Solio' is not 'Sol,' and 'Sol' is not 'Solio.' It certainly is a very strange thing that you should take three letters out of a word, and, by the somewhat circuitous process that has been adopted here, arrive at the conclusion that it is not an invented word, and that it does describe the character and quality of the goods.

"I desire to give my opinion with reference to the particular word, and not go behind it. . . . . Of course, words which are merely misspelt, but which are nevertheless in sound ordinary English words, and the use of which may tend to deceive, ought not to be permitted I am satisfied in this case to say that the word 'Solio' is an invented word; that it does *not* indicate the character or quality of the goods, and that the decision of the Court of Appeal ought to be reversed."

Words merely misspelt.

(2) Lord Herschell. The two sections are separate.

LORD HERSCHELL: "By the words which introduce the section, the particulars designated under the headings (*a*) to (*e*) are treated as separate. What warrant is there, then, for transferring words found in any one of these particulars to any other of them. . . . If a man has really invented a word to serve as a trade-mark, what harm is done, what wrong is inflicted, if others be prevented from employing it, and its use is limited in relation to any class or classes of goods to the inventor? So far, then, from seeing no reason for a distinction between the particulars designated in (*d*) and (*e*), there seems to me abundant reasons for *not* interpolating in (*d*) words which the Legislature has used only in relation to (*e*).

Invented word—a coined word.

Invented word—a word meaningless till meaning imported.

To constitute an 'invented word,' within the meaning of the section, it must be a word coined for the first time. Such a word is of necessity *incapable* of having reference to the character or quality of goods, because it is an entirely new unknown word incapable of conveying anything—and has of itself no meaning until one has been attached to it. . . .

Invented—not a combination of English words; nor mere variation of spelling, etc.; nor a mere foreign word.

I do not think the combination of two English words is an invented word, even although the combination may not have been in use before; nor do I think that a mere variation of the orthography or termination of a word would be sufficient to constitute an invented word, if to the eye or ear the same idea would be conveyed as by the word in its ordinary form. Again, I do not think a foreign word is an invented word simply because it has not been current in our language. At the same time I am not prepared

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Qy, a combination of foreign words.

to go so far as to say that a *combination of words* from foreign languages, so little known in this country that it would suggest no meaning except to a few scholars, might not be regarded as an invented word. . . . Coming now to the particular case under discussion, I cannot doubt that the word 'Solio' is an invented word. . . . I dare say that it might occur to some minds given to Etymology that 'Sol,' the Latin for sun, was a component part of it when they found it connected with photographic paper; but the same minds would equally find other root bases for the word if they found it connected with boots or agricultural implements."

(3) Lord Macnaghten.

LORD MACNAGHTEN: "If a proposed trade-mark consists of or contains an invented word or words it is capable of registration. But the word must be really an invented word. Nothing short of invention will do. On the other hand, nothing more seems to be required. If it is an invented word, if it is 'new and freshly coined'-(to adapt an old and familiar quotation), it seems to me that it is no objection that it may be traced to a foreign source, or that it may contain a covert and skilful allusion to the character or quality of the goods. I do not think it necessary that it should be wholly meaningless. . . Turning to the present case, I think the word 'Solio' may pass for an invented word, and not the less so because it was hit upon by a lucky accident. I should think so even if I thought that it contained in itself an obscure reference to the great source of light while the goods were intended to be used for photographic purposes."

Derivation may be chance.

Covert allusion to goods.

(4) Lord Shand.

LORD SHAND: "There must be invention, and not the appearance of invention only. It is not possible to define the extent of invention required; but the words, I think, should be clearly and substantially different from any word in ordinary and common use.

"The employment of a word in such use, with a diminutive or a short and meaningless syllable added to it, or a mere combination of two known words, would not be an invented word; and a word would not be 'invented' which, with some trifling addition or very trifling variation, still leaves the word one which is well known or in ordinary use, and which would be quite understood as intended to convey the meaning of such a word."

It will be seen from the above passages extracted from the judgments of the *Solio Case* in the House of Lords, that it is very difficult to determine the standard of invention; but for probably a long time to come the *Solio Case* will have to be relied upon as furnishing the widest interpretation and solution of the difficulty.

Words decidedly "invented";

Here are some other words which have been decided to be "invented words":—KYNITE (Kynoch's trade-mark); MAZAWATTEE (Densham's trade-mark); SAVONOL (Field and Co.); TACHYTYPE (Linotype's).

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and decidedly not "invented." On the other hand, the following words have been held to be *not invented* words within the meaning of the Act:—APOLLINARIS, EBOLINE, ELECTROZONE, EMOLLIOLORUM, FORMALIN, PIRLE, SATININE, SOMATOSE, TRILBY, UNEEDA.

Reference to character or quality. Again, if it be desired to register a word or words under clause (*e*), the test to be applied is, has the word an *apparent* reference to the character or quality of the goods? The object of this clause is to allow ordinary English words to be registered, provided protection were given to the right of the public to employ them in their ordinary meanings.

Words decidedly not referring. The following words have been decided to have no reference to the quality of the goods:—KYNITE, as used for explosives; MAGNOLIA, metal alloy; MAZAWATTEE, tea; SOLIO, photographic paper; TRILBY, gloves, blouses, &c.

Not geographical names. Again, the word so used must not be a geographical name. This means it must not be the name of any place where the goods are manufactured, or with which the goods are in any way associated; although the mere fact that a word has been found, by chance, to have been used as the name of some little-known locality, does not necessarily

"Magnolia." deprive it of use as a trade-mark. For example, "Magnolia" is the name of several places in America, which have nothing whatever to do with metal to which that name is applied.

Old Marks. It must not be forgotten that the trade-marks registered under former Acts of Parliament are still valid, and do not need re-registration under the new. And further, that any special and distinctive word or words, letter, numeral, or combination of letters or numerals, or of letters and numerals used as—within the United Kingdom—a trade-mark *before* the 13th August, 1875 (when the first Act came into operation), may still be registered under the latest Act.

Restrictions on Registration. Even where the Acts are otherwise complied with, the Comptroller has a discretionary power of refusing to register any mark which he thinks it improper to register; but such discretion must be exercised judicially and with due regard to the public right to registration conferred by the Acts. The general practice in the Patent Office is, however, considered by the Courts of Justice upon appeal from the Comptroller.

One other kind of restriction may be mentioned.

Two or more persons may not be registered as proprietors of the same trade-mark in respect of same description of goods.

If three or more traders are entitled to an old mark for the same description of goods, the mark is treated as common to the trade. When a trade-mark, proposed to be registered, so closely resembles another trade-mark (already registered with the regard to the same class of goods) as to lead to deception, the Comptroller must not register it without the sanction of the Courts.

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How to Register. The ordinary mode of registering a trade-mark is as follows: Application to register is made upon an official form obtainable from the Patent Office, or at the chief post-office of any large town. This form must be properly filled up, according to the printed requirements, addressed to the Comptroller, and sent to the Patent Office. The application may be made through an agent, and such course is sometimes necessary and desirable, but great care must be taken in choosing a person or firm thoroughly trustworthy and substantial. But any applicant may obtain full information in "Instructions to Persons who wish to register Trade-Marks," published at Patent Office, 6d.

Beware of false and fraudulent Patent Agents—their name is legion.

A guide to registration. If the Comptroller refuses to register, he so informs the applicant. The applicant may then apply for a hearing, and proceed with his application. On the other hand, if the Comptroller does *not* refuse the application, he causes it to be advertised in the TRADE MARKS JOURNAL, and within one month (or such further time, not exceeding three months, as the Comptroller may allow), of the first advertisement, any person may give notice and oppose the registration. Evidence is given before the Comptroller by means of statutory declaration. Whether the application to register is refused, or is opposed and allowed, there is a right of appeal from the Comptroller's decision to the Board of Trade, by notice of appeal and a statement of the appellant's case.

"The Trade Marks Journal."

The right of appeal.

The notice of appeal must be given within one month of the decision—except leave be given for an extension of time. The Board of Trade have power to (and generally do) refer the appeal to the Chancery Division of the High Court, before which it is brought by means of summons or motion, supported in the usual way by evidence on affidavit. The summons, or notice of motion, must be served upon the Comptroller. On hearing the appeal, the Court must consider all objections to the mark.

Setting the Register right. If any person, feeling aggrieved by an omission from or entry in the register being made without sufficient cause, applies to the Court, it may make such as it thinks fit for making, expunging, or varying the entry.

Such an entry is, however, sometimes allowed to remain as the result of a compromise between such aggrieved applicant and the proprietor of the trade-mark. A trade-mark may be removed by the Court even after five years' registration.

By proceedings. Such application to rectify is also made by motion or summons in the High Court, of which four days' notice must be given to the Comptroller.

Clerical errors. The Comptroller himself may correct any clerical error in the name, style, or address of the registered proprietor. He may also, at the registered proprietor's request, cancel the whole or any part of the entry of any trade-mark.

Upon the registered proprietor applying to it, the Court may grant him leave to alter or add to his registered trade-mark except in regard

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to any essential particular. Fourteen days' notice of such application is required to be given to the parties interested.

Transfer of interests in Trade-Marks. The rights which belong to trade-marks go with the goodwill of the business in the goods to which such trade-marks are attached.

A registered trade-mark can only be assigned in company with the assignment of the goodwill which vests in another person (the assignee) the right to sell the particular goods. So that the trade-marks may be sold with the goodwill on a dissolution of partnership; or by a trustee in bankruptcy.

An assignment of an English trade-mark, together with a goodwill, must be in writing and stamped with an *ad valorem* stamp. A series of trade-marks are assignable and transmissible only as a whole.

When a person becomes entitled by assignment, transmission, or other operation of law to a registered trade-mark, the Comptroller shall, on request and on proof of title to his satisfaction, cause the name of such person to be entered as proprietor of such trade-mark in the register. The person whose name is, for the time being, entered in such register as proprietor shall, subject to any rights appearing from such register to be vested in any other person, have power absolutely to assign, grant licences as to, or otherwise deal with, the same, and give effectual receipts for any consideration for such assignment, licence, or dealing.

The registration of a person as proprietor of a trade-mark shall be *primâ facie* evidence of his right to the exclusive use of the trade-mark, and shall, after the expiration of five years from the date of registration, be *conclusive* evidence of his right to exclusive use of the trade-mark, subject to the provisions of the Acts.

All the rights of the registered proprietor pass upon bankruptcy to the official receiver or other trustee; and upon death they pass to the proprietor's executor or administrator.

How a trade-mark dies. The proprietor's right ceases—

(1) If the trade-mark ceases to be distinctive, as when it becomes public property by general piracy;
(2) If it is used by proprietor for spurious goods;
(3) If it becomes the name of the goods—and so offends because *descriptive* of the goods;
(4) If it is separated from the goodwill;
(5) If it is abandoned by permanent disuse.

Rights of the Registered Proprietor. Besides the rights of using the trade-mark, assigning or otherwise dealing with it, a proprietor has the right of being absolutely protected in its use by punishing everybody who infringes his use. This he may do by bringing an action in the High Court against the wrongdoer. There is no need for the proprietor to give any notice to the wrongdoer before taking action, and it is sometimes undesirable to do so. And an action is always available when the wrongdoer has used the trade-mark or an essential part or colourable imitation of it, for trading purposes, in the market where the proprietor's goods circulate, upon or in connection with that kind of goods for which the proprietor's trade-mark is registered and is used, and which goods are

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not the genuine goods of the proprietor. It is not necessary to prove fraud, or that in the infringing mark has deceived anyone. Generally, the proprietor may have instant relief by applying for and obtaining an injunction to restrain the further infringement until trial of the action. Such relief is only granted in such a limited way as will injure in the least degree the carrying on of the defendant's trade, while protecting the proprietor's proper use of the trade-mark. It is, also, sometimes advisable to compel the wrongdoer to deliver up on oath the falsely marked goods for erasure of the marks; and either damages or an account of profits may also be obtained.

Injunction to restrain.

The proprietor has also a right to bring another kind of action against a wrongdoer who falsely "passes off" his own or another person's goods as the goods in connection with which the proprietor has the use of a trade-mark; in such an action it is necessary to show the *probability* of deception, or a *design* to deceive.

The game of "passing-off."

Such an action is available where a person has represented or done acts calculated to lead intending purchasers or customers to believe that his goods or business are the goods or business of the person aggrieved. An action of this kind is generally brought where there has been an imitation of an unregistered trade-mark, or trade name, or a false pretence of connection with the plaintiff's business, or advertising the someone else's prize medals as one's own. For these wrongs also there may be immediate temporary relief by way of injunction.

Resisting legal proceedings.

The defendant in any of the above-named actions may have a variety of defences.

(1) He may apply to remove the plaintiff's mark from the register, or show that the plaintiff's rights are determined;

(2) He may claim an independent right to the mark himself, and apply for registration;

(3) He may defend the use of his own name honestly used, and need not register that;

(4) He may set up an *estoppel*, in case the plaintiff's own mark is deceptive, or his trade fraudulent, a false claim in the mark to a patent, misrepresentation as to what part of a label is the trade-mark.

Foreign and Colonial Trade-Marks.

Foreigners may register their trade-marks here, giving an address in the United Kingdom for service, on the same terms as English subjects. The same applies to the Colonies.

By the Convention of Madrid, 1891, a trade-mark may be registered as the result of a single application in the countries of the Signatory Powers.

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WHAT IS YOUR MARK?

Is it of profit to you? Does it convey the right idea? Does your Trade-Mark or Advertising Device act up to and increase the reputation of your house, and advance the saleability of your goods, and bring profitable results?

Ask yourself these all important questions. Ask yourself if your Mark cannot be bettered, if it cannot have a "something" embodied in it which would materially enhance its custom-bringing propensities.

I believe you think there is something missing—a "something" which you cannot conceive or name. And for why? Simply because you are not in the habit of drawing up "Trade-Marks," or drafting Advertising Designs that mean so much for the house and business they are put out into the world to represent.

It may be that you have no Trade-Mark or Device. If so, then your business may be likened unto a ship without a rudder—for you cannot hope to steer through the Sea of Commercial Competition with such a direct course as you would with one. A Trade-Mark should act as a Signal, and stand for Safety and Progress in your business announcements.

These are matters that demand your most serious consideration, and, if you cannot arrive at a satisfactory decision, I shall be pleased to offer any advice free and assist in developing something that shall have the correct basis and significance the subject deserves.

T. DIXON,
195, OXFORD STREET, LONDON, W.

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BRAINS!

There's no monopoly in brains, they are a Heaven sent gift further, they are not sent exclusively to one class to the detriment of another This way, some men rise, some men sink, money cannot buy, nor education supply - brains, education can only train, not create. Those men who have brains with the knowledge of how to use them are the corks on the stream of life, they must come top, it's a natural law, but there are those who having brains are, from various causes, barely conscious of the fact, they are often poor whilst in reality, wealthy beyond money wealth, their training may not have been such as to lead them to think and act for themselves brought up in conservatism they have come to think that "What is, is good enough" instead of "What is is not good enough", we have seen boys punished for doing things in a different way to that which their forefathers pursued, such a proceeding without finding out what methods a boy would pursue is but the smothering of brains Again there are those who having brains find themselves so placed that they are unable to exercise their heaven sent gift to its fullest extent, they feel that unless they can get out of the "rut" it will ever be so, yet seeing no opportunity of getting out.

To all such a word of encouragement the man who has the power to think and the courage to act for himself is the man the world wants to day, originators, men of ideas, thinkers, organizers, etc. etc. There are too many to carry out, too few to initiate The many are the servants of the few.

The British Advertiser is open to appoint a brainy man or woman as representative in every town and city of The United Kingdom, and further to find remunerative occupation for all fitted by nature for advertising work at head quarters there is no danger of too many suitable candidates presenting themselves

Our staff will be added to as necessary from the ranks of our representatives, whilst as to remuneration we shall at all times be prepared to pay liberally for well thought out, and systematically directed effort.

If you have a few hours at liberty each week write us on the subject it may be for you, as it has been for others, the beginning of a very bright career.

THE BRITISH ADVERTISER.

Offices: 2, Queen Anne Buildings,

Baldwin Street, Bristol.

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The Printers of this Book

Are at the service of those firms who require the best possible effects at the lowest possible prices.

This book is an example of the diversity of types and border-effects that we command, and exhibits the kind of good "impressions" we can give.

Your circular and booklet printing should be of the latest possible style, for does it not show the "Character" of your firm? Does it not lead the readers thereof to draw inferences either for good or evil if the printing is good or bad?

Write to us for estimates on anything in the printing line—we can give you exceptional opportunities.

Messrs. . . .

Goodall & Suddick,

Limited. . .

Cookridge Street,

Leeds.

Art and . .
Commercial
Printers . .

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TESTING ADVERTISEMENTS.

Eliminate all "Guess-work" from Advertising.

There is no reason why space in publications should not be bought on the basis of actual value for actual delivery of actual goods, *i.e.*, results, just like tea, butter, or any other commodity or article of commerce.

So that advertisers may know how to do these things, we have devised a system which will get at the actual facts—will tell them whether a publication is given the returns to pay for the advertising expenditure therein.

There is no need to grope in the dark, and "suppose" it's paying all right. In working a Mail-Order business you want to be "sure," you don't want to be "guessing" at it; therefore those readers who are in business, and anticipate branching out in this up-to-date form of remunerative trade, will be much interested in the system of advertising tests, embodying an analysis that counts for building successful businesses.

In placing out a new advertisement do not at once order for a number of papers or for a long series of insertions. First select the one most suitable which should answer better than all the others. It may be that the advertisement is lacking in some essential feature, and will not pull at all, and it follows that if the most suitable of all the papers fails to bring business, it is quite certain that the other papers would also fail. Therefore fresh copy must be tried until one is proved to be a success. In this way the experimental stage of an advertisement is limited to a very small outlay. As soon as it is proved that an advertisement pays it can be ordered for other suitable papers. Even if the profit from one paper is only small, yet this small profit can be multiplied twenty or thirty times by placing the advertisement in twenty or thirty additional papers, and quite a profitable business can soon be got together. It is, however, absolutely necessary to keep a close watch on the returns from each paper so that any falling off can immediately be detected, and the reason ascertained. This can only be done satisfactorily by a well thought-out plan, but as the results are so far reaching, all advertisers should make it one of the most essential features of their advertising business.

The method illustrated not only shows how full particulars of the advertisement, such as date, key, size of space, price, etc., can all be compressed into a card 3 inches deep by 4½ inches wide, but that it also registers with the utmost simplicity the full number of replies

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received, the actual amount of money spent, and the actual amount of money received back from such expenditure right through two whole years It will be seen that the two cards are placed together. That

KEY 3. PUBLICATION "M.A.P." SPACE 8 & ¼ pages alt.

DATE	Inquiries for Catalogue	AMOUNT £	s.	d.	CASE NO.	DATE	GOODS	AMOUNT £	s.	d.	CASE NO
Jan. 6th	2					Jan. 15	1 905	8	8	0	
7	7					17	3. 905	25	4	0	X71-2-3
8	7					20	1. 907	10	10	0	X98-
10	1					21	3 905	25	4	0	X102-3-4
11	1					29	1 907	10	10	0	X165
14	7					"	Sundries	-	4	0	
15	5										
21	5										
23	1										
28	3										
	33.							£80.	0.	0	

"M.A.P."

DATE CONTRACT Dec. 25th. ADDRESS Dixon's 145 Oxford St. W.

TERM	COST PAGE	INCH	SPACE	NO LINES	NO INCHES
13 insertions	£20.		8 & ¼ p. alt.		

TOTAL COST DISPLAY WEEKLY MONTHLY

1902.	Jan.	Feb.	Mch.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Date, Space, Cost	£15.											
No. Inquiries	33.											
Sales	£60.											
1903. Date, Space, Cost												
No. Inquiries												
Sales												

the first one registers daily the number of enquiries and the amount of money received from these enquiries. At the end of each month the total is simply transferred to the yearly card, so that without having to look through several books and make endless calculations, the whole transactions of any particular newspaper advertisement can be seen at one glance.

When a firm is advertising in a number of publications, it is well to prepare an account giving a general survey of the whole advertising scheme, showing the aggregate expenditure and returns. With a little

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careful ruling this can also be done in a comparatively small compass, as illustrated by the following cut.

This illustration is a photographic reproduction of a page containing the particulars of twenty-two different publications for two months. It is always advisable to keep an account of this kind, as it is a splendid system for checking advertisement invoices, and being able to see at once the results for any given period.

These returns, when properly kept, are of immense help to an advertiser in many ways. Sometimes an advertisement will bring hundreds of enquiries but very few orders, showing either that the goods are beyond the reach of the readers appealed to, or perhaps that the goods are not sufficiently high-class. Again, advertisements pay better in one season than another, and in such cases the advertiser may reduce the space for those certain months, not, however, breaking the continuity of the advertising, and concentrating his main efforts during the particular season when the public buy most freely. This and much other useful information is the result of carefully testing your advertisements.

The cards can be securely locked in the oak case, illustrated on page 44, and about one hundred can be got into an inch space, and yet in such a way that any particular card can be instantly taken out or replaced.

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JUST THINK OF IT!

Over 6,000 Local Correspondents all over the World who are Trained Experts in the Advertising Business,

who advise this Agency at all times of the variations in the immediate surroundings, demands, and the psychological movements in their local world of Commercial Publicity.

Advertisers may therefore safely assume that any expenditure placed in the hands of this Agency will be appointed in the most remunerative form possible—such expenditure can be made to go further and give greater results than it can ever give under the usual conditions and methods of ordinary Advertising Agencies.

This exceptional service, which embodies the highest science and the most practical advice in the Publicity World, is **free** to all business men who place their advertising contracts with . . . .

T. DIXON'S AGENCY,
193 & 195, Oxford St.,
LONDON. W.

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TWO OLD ESTABLISHED AND LARGELY CIRCULATED PAPERS

that have kept abreast of the times, and that are regularly used by all Wide-awake Advertisers.

Readers of the "Advertisers' Guardian," who desire to know the latest development in thought or activity touching upon any subject, will find it in THE CHRISTIAN WORLD.

THE CHRISTIAN WORLD

Is conducted under perfect editorial independence it has an incomparable literary staff, and has correspondents in all parts of the world, many of whom are well-known men of letters

As far back as 1857 this ably-edited weekly took a foremost place in the field of Religious Literature, and to-day it stands in the front rank It circulates in all parts of the Empire, and is read by considerably over half-a-million of people weekly. It contains a larger number of Advertisements of a domestic nature than any other religious newspaper in the world.

The price per inch for advertisements in single column, ordinary position, is 10s. for each of six or any higher number of insertions.

The CHRISTIAN WORLD is published every Thursday (price One Penny), and may be obtained from any Bookseller or Newsagent, or from the Publishers.

THE BEST GUIDE TO THE BEST NEW BOOKS.

THE LITERARY WORLD

Every Thursday, One Penny. ESTABLISHED 1867. Monthly, 6d.

Although published at a penny, this journal is a literary organ of the highest class. The newest books in every department of literature are reviewed in its columns by a staff of experienced reviewers including several well-known men of letters.

By means of its 'table Talk' paragraphs readers are kept fully informed as to all literary movements A classified List of the Publications of the Week enables them at once to see what works are in the market.

Critical reviews of all important works are given, sometimes in the form of signed articles.

Brief illustrative extracts, in combination with comments, enable readers to form a very fair idea of the best new books.

The charge for Advertisements is £8 8s. per page—smaller spaces in proportion.

JAMES CLARKE & CO., 13 and 14, Fleet Street, LONDON, E.C.

CHURCH BELLS

AND ILLUSTRATED CHURCH NEWS.

THE LEADING ILLUSTRATED CHURCH PAPER.

TWENTY-FOUR PAGES. EVERY FRIDAY.

Price ONE PENNY.

A FIRST-CLASS ADVERTISING MEDIUM.

3 & 5, Cecil Court, St. Martin's Lane, London, W.C.

METHODIST RECORDER

HAS . .

BY FAR THE LARGEST SALE OF ANY METHODIST PAPER.

20 PAGES. ILLUSTRATED. WEEKLY, 1d.

OFFICES: 161, FLEET STREET, LONDON.

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LAW FOR ADVERTISERS.

BY

WALTER R. WARREN, LL.B.,

Barrister-at-Law.

Author of "Choses in Action," "The History of Private Property," "The Legislative and Judicial Functions of the House of Lords," &c., &c.

"*And I thought to advertise thee, saying, 'Buy it before the inhabitants, and before the elders of my people.'*"—THE BOOK OF RUTH, iv. 4.

Who was the "Inventor" of Law?

It has often been to me a matter of deep regret that no one has discovered the inventor of Law. We know, or have been told, who it was that snatched fire from heaven and brought it to bless mankind.

We have the name of the gentleman who was the father of all those that dwell in caves and keep cattle; and similar information has reached us with regard to the father of all those that handle the harp and pipe (in the musical sense of that term).

We read, too, in our history books of the father of Parliament, and in our newspapers of the father of the House of Commons.

Nobody Knows Him.

And every one knows, and some are on speaking terms with the father of lies, but it grieves me greatly when I recall the fact that no one has ever told us who was the father of Law.

Whether the great inventor of Law was an honest pagan or prophetic bard matters little, for of this, at least, we are certain—he was a merry, humorous soul who has kept the earth aching with laughter at his jests and jibes these myriads of years.

His Merry Wit.

And if, at times, he has puckered the brows of the world with some sober, knotty riddle, it has only increased the fun to find, at last, that his answer was a joke.

Little Jokes of Law.

Who has not laughed to danger-point at the Law's old joke, that husband and wife were one (and the *husband* was that one), or that other piece of frolic—namely, that an infant, say an undergraduate of Oxford, who is twenty years of age, is not liable for his debts because he is deemed not capable of knowing his own mind; or that when a man dies intestate his eldest son succeeds to all his deceased father's freeholds, to the utter exclusion of his brothers and sisters, uncles and aunts, and all other kith and kin. These and a hundred other propositions have been matters of mirth for ages, and it has by no means lessened the merriment of men that these quips have been soberly propounded and so often soberly entertained.

The "Man in the Street."

While it is not to be supposed that the Law has utterly forsaken the paths of common sense, yet it is frequently difficult for that way-faring man ("the man in the street") to reconcile law with sense, or legal maxims with the methods of everyday reason.

For the light and guidance of such men, I propose stating in homely

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language a few broad but important points of Law. Let us deal first of all with promises.

Pie-crust Promises. Although that pithy saying is often too true, namely, that promises, like pie-crusts, are only made to be broken, still the Law has a great deal to do with pie-crust promises and with others of a different mixture.

There is a word one hears incessantly repeated throughout this city—the word Contract. "I am glad to say I fixed up that Contract yesterday"; "You are bound by your Contract, my dear sir"; "You see, he has broken his Contract," &c., &c. These and many other similar dribs of conversation anyone may hear any day of the week (including Sunday) anywhere within a mile or two of Tower Street, Cheapside, or the West End.

"Contracts." What then, is a Contract? Is it a picture or flag that one may "fix it" up? Is it a chain or serpent that one may be "bound" by it? Or, is it a morsel of precious porcelain, that may be dropped in the midst of one's admiration, and shattered to fragments? No, my dear sirs, it is none of these.

What are they? These are but the garments of speech in which we clothe our rude realities. For the fact is plainly this—whenever two individuals make an agreement with one another to do or abstain from doing something in which the Law will back them up, they have made a Contract. Whether they like it, or know it, or not, that's a Contract.

Not all agreements are Contracts. But it must never be forgotten that there are many things men may agree with one another to do, which, nevertheless, the Law will *not* back them up in doing. And this we shall see by illustrations. Now, every Contract is presumed to be based upon a promise.

The Law will kindly "imply." The promise need not always be expressed in words; and so a man may be bound by his *conduct*. Where we are too busy or lazy to speak, the Law kindly speaks for us, and takes it for granted we meant well, when we silently acted.

Drive to—! Thus if you get into a cab and say "Drive to——!" the Law takes it for granted that being a gentleman, you meant to add, "and I will pay the fare to——." And if you forget or omit to pay, the Law will add its weight to the language of the cab-man in compelling you to fulfil your *implied* promise.

That Dress Suit. Again, if you walk into your tailors' and ask them to measure you for a dress suit and send it home, the Law will help the tailors to relieve you of a reasonable amount of money in return for their goods, although both you and your tailors were too bashful or buoyant to mention the matter of money.

Spontaneous generosity; with a Cool Repentance. On the other hand, if when you are at a public meeting or in a private drawing-room, or anywhere else, you should hear tell of some "noble cause" that is in want of funds, and, if you in a spontaneous outburst of generosity shout: "I will give you a HUNDRED POUNDS, Madame Siren, towards the noble cause of the Cannibals" (or what not), the Law will protect you, and will not allow Madam Siren to compel you to perform your promise, if you repent and will not do so freely.

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The Law is a Brute; For the Law is a hard-hearted brute and never expects anyone to do or give something for nothing, and will seldom assist the person to whom such free and generous offers are made in enforcing them.

and is "Low." The Law is low; it expects you to *get* a "quid" for your "quid."

A Quid pro quo. That is all it means when it talks so solemnly about a "*quid pro quo.*"

A "Deed" described. But if you should ever be caught making promises in writing and there happens to be a little spot of sealing wax or a circular little wafer stuck on the paper close to where you sign your name, woe and beware, for that simple piece of paper (though it may only be a sheet of note-paper) is probably a *deed!* That is to say, it is a writing done on paper (or parchment) and sets out the promise of some lawful act which is intended to affect some-one's position, it is sealed with wax or wafer, and the writing is *delivered* to someone. If you have willingly and knowingly signed your name to such a paper you may generally reckon upon two things, namely, that it is a deed and that you will be compelled to do what it says, although you get nothing in return for your trouble. That is one of the greatest jokes in the Law, and it is worth remembering. But apart from promises in DEEDS, no promises are enforceable at Law, until they are accepted by the person to whom they are made.

Beware of "Deeds;" they speak louder than any words.

When promises are "binding." If I promise and you do not want my promise, there is no agreement; if I offer and you do not accept, there is no agreement, no contract. But it must be here emphasised, at the risk of blame for repetition, that unless it is made "under seal" (*i.e.* by deed, &c.) no promise is binding until accepted, and no promise is binding although accepted *unless* a "*quid pro quo*" has been given by the acceptor for the fulfilment of that promise. More will be said about this "*quid pro quo*" presently, but it is first necessary for us to consider what acts govern an offer and an acceptance.

How to make Offer and Acceptance complete.

(1) The offer (or promise) must be in terms that are clear and certain.

(2) The offer must be definitive.

(3) The offer *need* not always be *addressed* to a particular person.

(4) The acceptance must be an acceptance of the same terms as are offered.

(5) The acceptance must also include all the CONDITIONS (if any) which the offer imposes.

Now let us look at each of these propositions for a moment.

Offer must be clear and certain. (1) The terms of an offer. It will not do to make an offer in such a confused *rigmarole* of speech that it cannot be understood by an ordinary, intelligent person. You have to consider when you make a contract that any day you may have to submit the facts and documents to a Court of Law; and in order to get the help of the Court you must be able to show to their satisfaction that the terms of the contract were quite clear and

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well-defined. For the Court must be placed by you in the position of being able to ascertain what it has got to enforce on your behalf.

Story of a "lucky" horse and a "fiver."

Thus, when Brown offered to give Black £100 for his horse and if the horse proved lucky to Brown "he would pay £5 extra or the buying of another horse," the Court said this last part was too vague to be legally enforced and did not amount to a promise in the eye of the Law Who is to say under what circumstances a horse shall be said to have proved "lucky?" The price at which the horse sold would not settle it. But admitting that it *could* be ascertained when a horse proved "*lucky*," how could a promise "to give £5 extra *or the buying of another horse*" be legally enforced? It was at Brown's option to do either; and what could be made of an action for not buying another horse? If Brown were sued he might say he was ready to buy, but that too much was asked for the other horse. It is much too vague and uncertain.

A vague Railway.

So, too, where Smith promised to sell to Jones an estate "reserving the necessary land for a railway through the estate," the Court declared the contract and its terms too uncertain to compel Smith to sell, and, therefore, would not enforce it.

Indefinite repairs, etc.

Again, Tubbs promised to take a house belonging to Potts upon lease if Potts would put it in thorough repair, and "if the drawing-rooms were handsomely decorated according to the present style." The Court said this last term was too uncertain for the Court to enforce.

Caught in his own simplicity.

Yet, again, Jackson agreed to pay Johnson for any services Johnson might render "such remuneration as he, Jackson, should deem right." Johnson accepted those terms and performed some service, Jackson paid him nothing. Johnson sued Jackson; and the Court said such a term was not enforceable because it was not precise, and it was left entirely to the mind of Jackson to determine what (if anything) he would pay, and he had determined to pay nothing.

The fact is that the circumstances of each case must be looked to in order to say whether, taking all into account, the terms are or are not certain.

Be wise before the event.

But why leave it in doubt when you can always state quite clearly what you mean to offer or accept? It is very easy to put your terms into some such orderly form as this:—

"The terms I *offer* are these. I will sell you my leasehold house No. 20, Ivy Lane, London, for £500."

Or, "I *accept* your offer of £80 for my black horse, and business van, which you have seen and approved."

Say what you mean, all that you mean, and nothing but what you mean!

There is no contract—however many terms in it—but what may be expressed in language at once clear, definite, and simple. It is a good thing to sort out all the things you agree to do, or your other contracting party agrees to do, and number them 1, 2, 3, &c. Wherever there appears to be a doubt as to what the terms are, it is best at last to sum them up and repeat them; and write or say "Are those all the terms you agree to?"

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Use your Brains and save your Money.

Much confusion and misunderstanding and endless legal expense might thus be saved. It is idle and silly to say you are too busy. The truth is rather, you are too lazy to take five minutes' trouble, you prefer to run the risk; you deserve to pay the piper! Be clear, be definite, be simple in the terms you offer or accept.

Offer must be conclusive.

(2) The offer must be *definitive*. That is to say, its terms must contain *all* the terms, and must be deemed to be final and conclusive; and not merely a preliminary proposal by way of forming the basis of something more formal.

Battledore and Shuttlecock.

Let it be remembered that if you propose and discuss fresh terms after having apparently made a complete agreement, you cannot afterwards fall back upon the original terms; because by your subsequent conduct you had both mutually abandoned the original terms.

If you want to revive the original offer and acceptance, you must both *expressly agree over again to do so.*

Offer by Public Advertisement

(3) The offer need not always be addressed to a particular person in the first instance.

This is invariably the case with contracts made by advertising an offer.

The offer is made to all the world at large. But if ever that offer is to be part of a contract it must be *accepted* by a specific individual or set of individuals.

(1) Rewards.

The commonest example is that of a *reward* offered by public advertisement.

A case in point.

Thus, Robinson offered by public advertisement that whoever would give information which should lead to the discovery of the murder of Snooks, should receive a reward of £50, on conviction of the offender. Sherlocks discovered such information and claimed the reward, but Robinson repented of his promise and said he never promised to pay *Sherlocks.* The Court, however, compelled him to pay, although Sherlocks had been induced by other motives to give the information, and did not know at the time that Robinson had made such an offer. The Court said that the advertisement amounted to a general promise to give a sum of money to any person who should give certain information; and there was, therefore, a contract with any person who performed the condition mentioned. "We cannot go into motives," said the Court. That's where they have you. It's no good wriggling like a worm—when you promise, you must pay, pay, pay!

Pay, pay, pay!

Take another case on the same point.

The Story of a Carbolic Smoke Ball;

The Carbolic Smoke Ball Co. issued an advertisement in which they promised to pay one hundred pounds to any person who caught the influenza after having used one of their smoke balls in a certain specified manner and for a certain specified period. The advertisement was clear and plain, and the offer was made to anybody and everybody.

A lady believed that the Smoke Ballers meant what they said; she acted upon their advertisement, bought a smoke ball, used it

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carefully, and religiously following their advertised instructions, but, alas and alack, she caught the "flu" and consequently claimed the hundred pounds.

One Hundred Pounds. The Smoke Ballers refused to pay, and the claim was argued long and learnedly before the Court. With the result that the above facts established a contract by the Smoke Ballers to pay the lady One Hundred Pounds in the event which happened. And so the lady who caught the "flu" got also something much better—One Hundred Pounds.

(ii) Announcements, not Offers. But, beware! General offers which are capable of becoming *promises* by the fact of someone performing their terms (as above) must be very carefully distinguished from *announcements* which merely invite business and are not intended to set out the terms of a contract.

"Tenders." For example, an advertisement offers goods for sale by tender; this does not mean that a contract is and will be formed with the highest bidder. And if the highest bidder thinks otherwise he is wrong and may save his money for he has no case unless they otherwise accept his offer. Such an advertisement is only another way of saying "Come and do business with us."

The Auction Sale. If an Auctioneer advertises a Lot for sale and you go to bid and buy, but the Auctioneer does not put the Lot up to auction, you have no claim nor remedy. It was, the Law says, a mere declaration of intention and not an offer.

A "Naughty" Auctioneer. Take an actual case in point. An Auctioneer advertised in London papers that certain Brewing Plant, &c., would be sold by him at Bury St. Edmunds, on three certain days. A Commission Broker saw the advertisement, obtained an order to go and buy for a principal, and went down third-class to Bury St. Edmunds to the sale. On the third day on which the furniture was advertised for sale, all the Lots of furniture were withdrawn, and the Broker was deprived of his chance of buying. The Broker was annoyed and brought an action for:—

Two days' loss of time - - - -	£1	1	0
Third-class rail - - - - -	0	14	6
Two days' board and lodging - - -	1	1	0
	£2	16	6

And a Woe-begone Buyer! The Court sent the Broker home without his money. They said that such an advertisement was a *mere declaration*, and did not amount to a contract with any one who might act upon it, nor was it a warranty that all the articles advertised would be put up for sale. If it were otherwise an Auctioneer who withdrew any part of his Lots without due notice, would be liable to actions by *all* the persons attending the sale for their rail and cab fares, cigars and lunches, loss of time and—the judges only know what else!

The Bid begins it! As a matter of fact, at an Auction Sale, the first step towards the formation of a contract is the actual bidding

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in which every bid is an offer; the bid which is accepted by a blow of the hammer becomes at once a promise to take the Lot for the price named.

And the Hammer ends it.

(iii) Railway Time Tables. But, on the other hand, when a Railway Company advertise by Time Table trains to run at certain times and between certain places, they are thereby making an offer to the public, and immediately any one tenders his fare and asks for a ticket for a particular place and train as advertised, there is an acceptance and a contract.

Beware before you Sue. But, gentle reader, beware, the train may have been withdrawn, and the withdrawal duly notified to the public without the fact coming to your notice,—in that case you are outside! The above cases of advertised Reward, Public Auction and Railway Time Table, are sufficient for our purpose to show that an offer need not be made *originally* to a specific individual.

You can accept only what is offered. (4) The acceptance must be an acceptance of the same thing or terms as are offered.

Of course, that is common sense, and is plain enough when put in words, but it is the commonest thing in the world for two people to be proposing and counter-proposing terms to one another and, at last, when they each accept the terms offered by the other, to be told to their mutual mortification there is no contract because they have each accepted something different from what the other offered. In the language of the law they are not of one mind, and therefore there is no consent and no common agreement. The law does not like the saying, "Silence gives consent."

"Silence does not give consent."

When an offer is made to you, and you reply that you accept the offer, adding some new term to it and saying that you will conclude your proposer consents to this unless he informs you otherwise—you must not, by any means, suppose or take for granted that your acceptance completes the contract. It does nothing of the kind. You have not accepted; you have simply made a *counter-proposal* which is open to be accepted *by the other side!* Again, if for example, "*fine* wheat" if offered to you, and you accept "*good* wheat"—your acceptance is not of what was offered to you, if (as is the fact) there is a difference between "*fine*" and "*good*" wheat; even though you did not know of such a distinction but thought you were employing synonymous terms. Nor, when you are offered "good coker-nuts" will it do to accept "good, hard, dry nuts." They are not one and the same thing; and your acceptance is at best but a new proposal. If you really do mean to accept the offer as it stands it is best to say "I accept your offer of, etc.," and then repeat the exact terms of the offer.

"Fine" wheat—not "good" wheat.

How to accept an offer—unconditionally.

Mind your conditions and warranties. (5) All *conditions*, etc. (if any) must be dealt with. There may often be great difficulty in a case when special conditions are imparted into the offer, especially when they are linked on to the offer or acceptance by means

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of a form used in a common way of doing business with the public, such as tickets for carriage by train or steamboat, cloak-room and other store-room tickets, or receipts for goods deposited, etc.

Beware of "conditions" on tickets and receipts.

These forms, tickets, receipts, etc., generally refer to "conditions" which are to be part and parcel of the contract. For example, a ticket will be said to be issued "subject to the rules and regulations of the company's bye-laws," etc. And this generally means a matter of limiting the liability of one of the parties to the contract in case of loss or injury suffered by the other in certain circumstances.

If a person whom it is sought to bind by such "conditions" denies that he knew of or agreed to them, the Law is that it is always a question of fact to be proved whether the party relying on the "conditions" took reasonable care and trouble to bring them to the notice of the other party before the latter accepted the other and general terms of the offer, and communicated them as being the terms on which alone he, the former, was willing to do business. And stricter proof of knowledge would no doubt be required in any case where the conditions were of an extraordinary and stringent kind.

So much for the terms of an offer or promise.

When and how you may "revoke."

Now, an offer may be revoked at any time by the proposer of it, before it has been accepted, but not afterwards. An offer must be accepted within a reasonable time, determined according to the circumstances of the particular case.

If the proposer has specified a certain time for acceptance then the offer must be accepted before the expiration of that time. It comes to this, an offer need never be kept open, unless some consideration is given for so doing—but if withdrawn, notice must be given immediately to the other party lest he should accept it and so make withdrawal impossible.

Notice of withdrawal

Notice of withdrawal does not date from the moment of despatch, but from the time it *reaches* the person whom it is intended to affect.

Of course, if a person receives an offer and then before accepting it becomes indirectly aware that the offer has been withdrawn, he cannot accept the offer and bind the proposer, for such knowledge acts as sufficient notice.

An acceptance consists in acting on the proposer's request or offer. If what is required is a promise, the acceptor must *communicate* his promise by such means and in such manner as the proposer has authorised; or, in the absence of any express authority or intimation, by any reasonable and usual means deemed to be within the contemplation of the proposer and acceptor,—for example, by post, by telegraph, telephone, &c.

You may revoke an offer—but not an acceptance.

An acceptance by post is binding on *both* parties immediately it is posted, notwithstanding delay or failure of delivery, when not due to the fault of the party wishing to enforce it. But where the thing requested by an offer is not a promise but some act, and the acceptor is not expressly or impliedly required to communicate his

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acceptance otherwise than by doing the act, it seems that there is no need to communicate the acceptance. But if in doubt about the necessity of so doing, do it, and be done with doubt.

Agreements which must be in Writing. Some contracts, for various reasons, must be in writing. The following is a list of the most important of such:—

1. Bills of Exchange, Promissory Notes, &c.
2. Assignments of Copyrights, Patents, Designs, &c.
3. Contracts of Marine Insurance.
4. Transfer of Shares in Companies.
5. Acknowledgment of a debt with a view to saving it from Statute of Limitation.
6. All assignments of Insurance Policies.
7. All Contracts which relate to Land directly, or indirectly; or which are concerning some interest in Land.
8. An executor's promise to pay damages out of his own estate.
9. A promise to pay for the debt, default or damage of someone else.
10. An agreement made where marriage is the *consideration.*
11. Any agreement that is not to be *performed* within one year from the making of it.
12. Grants of Annuities.
13. Sale or transfer of Ships.
14. Assignments of Leases, &c.
15. Bills of Lading.
16. Bills of Sale.
17. All Assignments of matters under Judicature Act, 1873, sec. 25, sub. sec. 6.
18. Sale of Goods of price of £10 and upwards, unless part-payment made or part-delivery accepted.
19. An accepted offer, for which no consideration was given, must be not only in writing but under seal.
20. Power of Attorney, and Cognovits.

I have said before that unless a contract is "under seal," it must be supported by valuable consideration.

That "Quid for a Quid." By *consideration* we mean a "quid pro quo," something of value, commercial, or otherwise. Consideration may consist of some *act* or *forbearance*, or it may be a *promise* of an act, or a *promise* of a forbearance, provided the promise is binding in Law. Now, if once it can be shown that there was "consideration," in the legal sense given for a promise or acceptance that is sufficient; for the Law will not enquire into the question of the adequacy or inadequacy of the consideration. But it must be of such a nature as the Law will regard and acknowledge to be the cause of the promise or acceptance being effected. It must be something of a commercial or marketable value as contrasted with friendly motives, or natural love and affection, which, by the way, the Law does not *generally* look upon as being *valuable.*

Must be "Valuable."

Need not be "adequate."

Must be lawful.

What is "valuable?" What then is "valuable consideration" in Law?

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It may consist either in some right, interest, profit, or benefit accruing to the one party; or some forbearance, detriment, loss or responsibility given, suffered, or undertaken by the other. And, subject to what has formerly been said herein, no promise is binding on the person who makes it, unless he has by his promise caused the other person to suffer some detriment thereby. The "consideration" is actually that which is given by the one and accepted by the other in return. And whoever sues upon a promise made to him has to show that he (the person suing) gave something which was accepted in return for that promise.

Repetition better than misunderstanding.

He need show nothing beyond. Motives or purposes or the "why" and "wherefore" of the matter have nothing to do with it. Let me illustrate this.

Law cares not for "Motives."

You *promise* to pay me £50 if I will forbear from suing my debtor Jones for his debt now due and payable to me. I promise to forbear but you then refuse to pay me £50. I can sue you for £50. Why? What is the "consideration?" What did I give for your promise? I gave you my promise, which was binding on me, and thus I suffered a *detriment* in exchange for accepting your promise. That is sufficient in Law for me to make you pay. Again, the parting with possession of documents or goods will be sufficient "consideration" to support an action brought against a person who made the promise to me for such parting. It is he who sues that must show that some "consideration" was given by him, or, as the Law says, *moved from him.*

No compromise without "consideration."

Doing what one is bound by Law to do, is no "consideration." Therefore, if you owe me £100 which is now payable to me; and you offer me £50 if I will take it *in settlement*, and I promise to take it in settlement—that promise of mine does not bind me. When you have paid me the £50, and I have acknowledged the receipt of it *in full settlement*, I can still sue you for the balance of account £50; because the Law regards my promise as one which was not given in exchange for any consideration. You were by Law bound to pay me £100. I was entitled by Law to sue you instantly for that £100. What consideration did I receive for that promise to forego a part? None. Clearly, not the £50, for I had a *right* to that without your handing it over to me, and I had equally a right to a further £50, which you did not hand over. You must shew that you gave something in addition to the fulfilment of your legal obligation in order to entitle you to resist my claim for that balance; or you must show I promised because I received something (whether from you or someone else matters not) *in addition to what I had a right to previously;* such, for example, as someone else's promise of payment of the debt, or part of the debt; or that your payment of £50 was coupled with a transfer by you to me of something else, in lieu of the balance,—say, a brass button, a sack of potatoes, or a mere song! That will be sufficient consideration, and the Law will not enquire into the question as to what on earth made me relinquish my rights for such trifles. They are *something* of value; that is enough. The Law is satisfied.

Shylock can have his "Pound."

The Law's little Merriment.

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No Exception to the Rule, a "Quid for a Quid."

There is positively no exception to this rule of Law requiring "consideration" *(a quid pro quo)* to be given in exchange for a promise—but the *details* of the subject are far too subtle to be treated of and discussed in a general essay like this. It is enough to say that the usual kinds of consideration are money, services, legal promises, marriage, and forbearances of every description.

More Jokes of the Law.

Now, when you have fixed up a contract with someone else, you may subsequently discover to your mortification that you cannot enforce it against him. Why? Because he or she happens to be a person protected by the Law, and who need not (unless he likes) submit to being sued. Who are these privileged persons? It is a large subject, but shortly the following are the chief:—

People who need not Pay for what they Receive.

(1) All persons under 21 (with a few rare and peculiar exceptions).

(2) Alien enemies *(i.e.*, people who are *not only* foreigners, *but also* are holding a hostile attitude towards this country, *e.g.*, the Boers).

(3) Foreign sovereigns, and *their representatives*, and the household and officials of their representatives.

(4) Felons.

(5) Lunatics and incapable drunken persons.

(6) Besides the above, there are *some* few contracts which Corporations, Married Women, Physicians, &c., cannot make.

There are many other reasons for which a contract may fail to be enforceable.

"Mistake."

Genuine Mistake as to the nature of the obligation, or as to the person with whom you think you are contracting, or as to the existence or nature of the subject-matter of the contract, will be sufficient reason for rendering a contract ineffectual.

"Misrepresenting."

Misrepresentation, too, is a good ground for having the contract set aside, or for refusing to perform it. Such misrepresentation may be innocent or fraudulent.

Innocent misrepresentation is not always a ground for upsetting a contract. It depends upon the kind of contract, and upon the nature of the statement.

Don't believe all you are told.

People are not expected to believe all they hear, nor all they are told. They are expected to use common judgment as to things in general, and within the range and scope of everyday experience where the facts are equally accessible to both parties, all that either of them is expected to do is to abstain from saying what they *know* to be false.

Don't be a "Simpleton."

But where the facts are specially within the knowledge of one party he must be liable if he mislead the other, *however innocently*, by any misstatement or even (in many cases) by non-disclosure, of any material facts, likely to affect the other's mind.

Indeed, in all cases of misrepresentation, the fundamental question is: Whether the party to whom the misrepresentation is made has a right to act upon it.

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Contracts of a "Fiduciary" Nature.

This principle of Law applies mainly, though not exclusively, to contracts of the *Sale and Letting of Land, and to contracts of Insurance*—in which cases, however free from bad or blameworthy intention the party in fault may have been, the contract will always be set aside for erroneous or misleading statements or description or representation as to material facts.

What is "Fraud"?

But there is wilful or reckless misrepresentation. This is *fraud*; and a contract obtained by fraud may always be set aside.

In order to support a case of fraud you must prove :—

(1) That a statement of a material fact has been made to you.
(2) That that statement was not true.
(3) That it was made with intention that you should rely upon it.
(4) That you believed it, and were induced thereby to contract.
(5) That you did contract and have thereby suffered damage.

If the facts are within your own knowledge, you are not deceived; if you were induced by other things than the particular statement complained of, or did not believe it and chanced the matter, then there is no misrepresentation.

No "Consent" unless the mind is free to go with it.

Again, it is almost needless to say that no contract or promise is binding where *consent* is not freely given.

Consequently, any promise which is given under threat or other compulsion cannot be enforced, and may be rescinded and set aside. In like manner, all contracts entered into under the influence of another person, whose relation or attitude is so unduly preponderating that the other person contracting has not a free mind, may also be set aside.

Public Policy and the Like.

And, of course, all contracts or promises which are contrary to public policy, or offensive to social morals, or contrary to common law, or statute law, or are physically impossible of performance. And whatever may be the law affecting two people contracting applies equally when either or both of those parties negotiate and conclude their bargain by means of agents or servants.

Look after your Servants.

For people are responsible for all that their agents or servants do in furtherance of their Employer's business, or within the course and scope of their employment.

A few words of advice or warning here may be given with regard to two or three matters which specially affect people who advertise.

Words to the Wise.

(1) Whenever you are advertising upon the faith of some special representations made to you without which you would not have advertised in that particular paper, it is always well (when you can) to get those representations committed to writing by the person who makes them. You may want to use them in a Court of Law, and mere words will not always be effectual, and are subject to contradiction; whereas if you have the statements written down, you can produce them and let them speak for themselves. It frequently happens that an Agent will induce you to advertise in a paper or journal which he represents on the strength of saying that its circulation is "so many thousands"

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(mentioning a high figure), or that your advertisement will be inserted in every issue "during the season" (which he does not *define*), or that his paper circulates largely among a special class, &c., &c. Now, if any of these statements are of such importance to you as to be likely to induce you to give an order on the strength of their being true, they should be made in writing. If the agent or his principal refuses to state them in writing, you may generally disbelieve them or reduce their value by much more than 50 per cent. If they are willing to put them into writing and do so, and you give the order, this written representation will be of service to you in the event of your discovering the facts to be false, for the purpose either of resisting a claim for payment for the insertions, or of bringing an action for damages for deceit.

Moreover, when inserting an advertisement, it is much better to be precise than vague. It is better to say "for so many weeks certain or at least," than to say "for the season" or "until stopped," &c., &c. Fix your liability, and state clearly the extent of your right in terms which cannot be misunderstood. You are likely to forget the advertisement that is inserted "until stopped"; but you can easily make an entry in your diary when an advertisement ceases, if you mark the limit of its running beforehand. It is not likely that the Newspaper or your Agent will ever remind you that it is, like Charley's Aunt, "still running"—for that is contrary to their interests. But they are, if they want your business, pretty sure to remind you when your advertisement is running out.

NOTE.—I do not say that statements made before order given, but not in writing are valueless—but that they are often disputed and difficult to prove.

(2) Remember, if you are the advertiser, every word in your advertisement may be put in evidence against you, by someone who acts upon it. Therefore, it becomes you, when advertising houses, horses, goods, &c., for sale, to be careful not to state one word more than is true or sufficient for the purpose in hand; otherwise you may find yourself in Court, confronted with your advertisement in an action for damages for misdescription or breach of warranty or what not.

(3) It is equally necessary to warn advertisers when advertising their own goods, &c., to refrain from making any reference direct or indirect to other firms, or their goods or methods of doing business, lest they find themselves threatened with proceedings for libel or defaming or disparaging the goods of their neighbours.

(4) People whose names (whether natural or trade names) are the same as those of other people, and whose businesses are also of the same or a similar nature must be careful, when advertising, not to give the public an impression that they are "the other people," and so mislead the public to the detriment of the other traders. There is an unlawful as well as a lawful way of drawing away other people's customers—and one such unlawful way is by deceitfully causing those misguided customers to believe that your firm is the firm they generally deal with, whereas, in fact, it is not.

You are liable to be sued for so doing.

(5) Lastly, no terms of a contract can be too clear. Let every-

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thing be expressly stated. Let there no matter of the slightest importance be left to an "understanding." An understanding generally means a misunderstanding, and it is to be avoided like the plague.

An *agreement* clearly, fully, definitely and simply expressed, whether in spoken or written words, is after all the very best understanding, and can only result in mutual satisfaction.

It has been thought advisable and useful to add the following few instances of direct legislation and judicial decision affecting advertisers.

Right to alter Advertisements. The publisher or editor of a paper may alter an advertisement if there is any libellous or illegal matter contained therein, and in those cases in which the advertiser objects to the alteration, they may reject the advertisement altogether, notwithstanding the fact that a certain column or page has been leased to the advertiser for a stated period.

If an illegal advertisement has been published, and proceedings are taken in consequence, the proprietor has no remedy against the advertiser. An indemnity given by an advertiser to the newspaper to secure him from loss through publishing the advertisement, is invalid and unlawful, and no person can maintain an action upon it.

Police Advertisements. Police Advertisements are protected absolutely, when the publication is at the request of the Commissioner of Police, or Chief Constable, and issued by them for the information of the public.

No Copyright in "Advertisements," as such. There is no copyright in an advertisement. If you copy the advertisement of another, you do him no wrong, unless in so doing you lead the public to believe that you sell the articles of the person whose advertisement you copy.

Commission on Renewal Advertisements: No Trade Custom. Mr. Arthur Bettany, the plaintiff, an advertisement agent, carrying on business in Fleet-street, sued the "Eastern Morning News" Company, Limited, for an account of commission on advertisements introduced to the defendants by the plaintiff as their agent. The case raised an important question of custom.

It appeared that the plaintiff had acted for many years as the defendants' advertisement agent in London under an agreement by which he was entitled to a commission on all advertisements which the defendants received from London, whether received through the plaintiff or not. Recently the defendants terminated the plaintiff's engagement, and plaintiff contended that under a custom of the business he was entitled, though he had ceased to act as the defendants' agent, to receive commission on all renewals of advertisements originally introduced by him.

The defendants denied that there was any such custom, and in support of their contention called several managers of newspapers.

The Court held that there was no such custom, and, therefore, judgment was entered for the defendants with costs.

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"Notice" by taking in Newspaper.

An advertisement published in several daily newspapers is not evidence that certain facts contained in the advertisement were brought to the notice of any particular person through such advertisement, unless it is *proved* that such person took in or was in the habit of reading one of the newspapers in which such advertisement appeared. Nor does it make any difference that the advertisement was inserted in a *county* newspaper, which circulated at the residence of the person.

Take a case, Mr. Horne was what is called a "common carrier," that is to say an individual who undertakes to carry goods for persons generally and holds himself out to carry goods for hire, *as a business*, and not as a casual occupation. Now all common carriers have, generally, two obligations; (1) they must carry for anybody regardless of persons; (2) they must answer for all things which they carry. But this latter obligation has been restricted by Acts of Parliament. Now Mr. Horne desired to avoid liability in the case of loss of any parcels entrusted to his care for carriage; and he tried to get out this way. He advertised in a local weekly newspaper to the effect that he would not be responsible for parcels of any value lost by his coach unless certified at the time of booking, and paid for accordingly. One day a Mr. Rowley sent by Horne's coach a parcel of bank-notes which, strange to say, were not to be found at their journey's end. Rowley was greatly annoyed to hear it. So was Horne, who was, also, *theoretically sorry* for the loss. But Horne's sympathic sorrow was not enough for Rowley, who commenced an action against Horne to recover the value of those precious notes. This grieved Horne greatly. He said it was not his fault, &c.; besides, Rowley must have known that he (Horne) was not liable for the loss because of the aforesaid advertisement. But Rowley, he lay low and came to Court. At the trial Horne spoke a lot about his advertisement, and said he was not liable for the loss of the "notes" because Rowley had never intimated (was it likely he would when booking the parcel?) that it contained bank-notes of a certain value. Horne tried to show that his advertisement refusing liability except on those conditions formed part of his contract with Rowley, because, said Horne (and he proved it) "Rowley has taken this newspaper in for three years every week." But the jury smiled at one another and found a verdict in favour of Rowley. Poor Horne was greatly troubled and tried. He thought the jury were all jackanapes, and he applied to the Court for a fresh trial. But the Court smiled, too (as Courts will), and would not hear of it. They said they thought the verdict perfectly right, and that it could not be intended that a person read *all* the contents of *any* newspaper he might chance to take in (I should think not, indeed!) They also said that carriers (and poor Horne was a carrier, a *common carrier*), who wished by means of a notice to divest themselves of a common law responsibility (meaning poor Horne again, trying to get out of the bank-note business), were bound to fix upon their employers a *knowledge of such notice;* and that they might easily do so by delivering to every person who brought a parcel for conveyance a printed paper containing the notice. So poor Horne had to go home and get what comfort he could from his domestic hearth.

"Knowledge comes of things we see."

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Remember Carrier Horne

MORAL.—Make *all* your contracts clear to the *mind* of the person you deal with. Remember poor Horne!

Lottery Advertisements.

If an advertised lottery depend upon the skill of the competitors the advertisements do not come within the Lotteries Acts (4 George IV., c. 60, and 6 & 7 Wm. IV., c. 66). But if the competition involves *no skill* but is purely arbitrary, it comes within the Lottery Acts, and is illegal. The unsuccessful competitors, notwithstanding the illegality of the competition, have a right to the return of their contributions, and can enforce their claim by an action. If the publisher of a newspaper inserts an advertisement containing coupons to be filled up by the purchasers of the paper with the names of the horses, selected by the purchasers, as likely to come in first, second, third, &c., in a race, and for every coupon filled up, after the first, the purchaser pays a penny or other sum, and a substantial money prize is offered for naming the "winners," *this is not a lottery*, nor betting, nor is the person liable to be convicted for either selling his chances in a lottery, or for keeping his office as a betting house.

Executors, Advertise!

By the Law of Property and Trustees' Amendment Act, 1859, it is provided that where an Executor or Administrator shall have given proper and sufficient notice to the Creditors of the deceased to send in their claims, such Executor or Administrator shall be at liberty to distribute the assets of the estate on the expiration of the time for sending in claims, and shall not be liable for the payment of debts due from the deceased's estate, of which he had no notice at the time when he distributed the assets as above-mentioned.

"Gazette" and "Times" and Local Newspaper.

Time generally allowed within which such Creditors may send in claims is one month from the appearance of the advertisement—three weeks is too short. The advertisements for claims are usually inserted in "The London Gazette," the "Times" (or some other London daily newspaper), and in the local newspapers circulating in the neighbourhood where the deceased resided.

In determining whether the Executor or Administrator has given sufficient and proper notice to entitle him to the protection of the Statute, the Court will regard all the circumstances of the particular case brought before its consideration, and especially the place of the deceased's residence and his position in life, and the number of insertions.

Find the Creditors and Next-of-Kin

The Act is not restricted to claims of *Creditors* but extends also to persons having claims as next-of-kin. The advertisement for Creditors shall be prepared and signed by the Solicitor of the party prosecuting the judgment or order; and such signature shall be sufficient authority to the printer of the *Gazette* to insert the same. Advertisements for Creditors and other Claimants shall fix a time, within which each Claimant not being a Creditor, is to come in and prove his claim, and within which each Creditor is to send to the Executor or Administrator of the deceased, or to such party as the judge shall direct, or

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to his solicitor, to be named and described in the advertisement—(i) the name and address of such Creditor; (ii) the full particulars of his claim, and (iii) a statement of his account, and (iv) the nature of the security (if any) held by him.

What to Advertise for.

Such advertisements shall be in one of the forms prescribed by the Rules of the Supreme Court, with such variations as the circumstances of the case may require. At the time of directing such advertisement a time shall be fixed for adjudicating on the claims. The advertisement for *Claimants* shall be prepared by the party prosecuting the judgment or order, and submitted to the Chief Clerk (of the Chancery Division in which the suit is brought) for his approval, and when approved shall be signed by him, and such signature shall be sufficient authority to the printer of the *Gazette* to insert the same.

"Advertisements" in Chancery.

Where an advertisement is required for the purpose of any proceeding in the Chambers of the Chancery Division, a *peremptory advertisement*, and only one, shall be issued, unless for any special reason it may be thought necessary to issue a second advertisement or further advertisements, and any advertisement may be repeated as many times and in such papers as may be directed.

"Service" by "Advertisement."

Where personal service of any writ, notice, pleading, summons, order, warrant, or other document, proceeding, or written communication is required by the Rules of the Supreme Court or otherwise, and it is made to appear to the Court or a judge that prompt personal service cannot be effected, the Court or a judge may make such order for substituted or other service, or for the substitution of notice for service by letter, public advertisement, or otherwise, as may be just.

Such notice or advertisement must be in the Form prescribed by the Rules of the Supreme Court. The order appears to be usually, that the writ or other document for service, should be printed and published in the *London Gazette* and the *Times*.

Much the same remedy is given in the case of proceedings taken in the County Courts. The application for it must be made to the judge or registrar by affidavit, shewing the grounds on which it is sought. The order must direct in what newspaper or newspapers the advertisement is to be inserted, and the Form of the advertisement must follow that supplied by the County Court practice.

Newspaper Libels.

By a Statute called Lord Campbell's Act, 1843 (6 and 7, Vict. c. 96), a person who has libelled another in any public newspaper or other periodical publication may set up as a defence to an action by the injured person the plea that it was done without malice, &c., and that he (the wrongdoer) either before the commencement of the action, or at the earliest opportunity afterwards, inserted in such newspaper or other periodical publication a full apology for the said libel. Such a defence will go in *mitigation* of damages.

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Apology by Public "Advertisement."

Such apology must be made as public as the libel. It should be printed in type of ordinary size, and in a conspicuous part of the newspaper or periodical where it will be seen. It should not be printed hidden away among the ordinary advertisements or notices to correspondents. A tardy or reluctant apology will not be of much value. A statement cannot be deemed an apology unless it unreservedly withdraws all imputation and clearly expresses regret for having made it.

The apology should be made freely, fully and promptly, and without qualification or justification. It should, if possible, be published in the next issue; it *must* be published in the *same* periodical.

Better not "Advertise" your Bets.

By the Betting House Act, 1853 (16 and 17, Vict. c. 119), and by the Betting Act, 1874 (37 and 38, Vic. c. 15), it is unlawful and punishable, upon summary conviction, by a fine not exceeding £30, or by imprisonment for a period not exceeding *two months* with or without hard labour:—

"Woes and Pains."

(1) To exhibit or cause to be exhibited any advertisement that any house, office, room, or place, is open, kept or used,—

(*a*) For the exhibition of lists of betting;

(*b*) For the purpose of inducing anyone to resort to such office, room, or place to bet;

(*c*) For the purpose of betting upon any event or contingency of or relating to any horse race, or other race, fight, game, sport, or exercise;

(2) To send, exhibit, or publish any letter, circular, telegram, placard, handbill, card or advertisement—

(*a*) Expressing or implying that any person within or without the United Kingdom will on application give information or advice with respect to any bet, or will make any such bet as is referred to in the Act of 1853—

and (*b*) intending to induce any person to apply to any house, room or place, or to any person with the view of obtaining information or advice in respect of any such bet—

or (*c*) inviting any person to make or take any share in or in connection with any such bet.

And after that "the Bums."

The penalties imposed under the Acts of 1853 and 1874 are recoverable by distraining upon the offender's goods. Half the amount recovered goes to the informer and half to the poor rate. If nothing is realised by such distraint the offender can be committed to prison in default. But these Acts do not make it illegal to advertise racing tips in general, provided they are not advertised as emanating from a betting office, &c. The Statutes are inapplicable to advertisements offering information for the purpose of bets which are not to be made in any house, office or place, kept with that intention.

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"Keb, Sir, Keb!"

By the London Hackney Carriage Act, 1853 (16 & 17, Vict. c. 33), it is not lawful (1) for the proprietor of any Metropolitan Stage or Hackney Carriage to suffer any Notice, Advertisement, or Printed Bill, or any Names, Letters, or Numbers, to appear upon the *outside* of any such carriage in such a manner as to obstruct the light or ventilation of such carriage, or on the *inside* of any such carriage in such position that any such Notice, Advertisement, or Printed Bill, shall obstruct the light or ventilation of such carriage or cause annoyance to any passenger therein.

"Fiat Lux."

Don't act the Giddy Lord Mayor

(2) For any person to carry about on any carriage or on horseback or on foot, in any thoroughfare or public place within the limits of this Act, to the obstruction or annoyance of the inhabitants or passengers, any Picture, Placard, Notice, or Advertisement, whether written, printed, or painted upon, or posted or attached to any part of such carriage, or on any board or otherwise. Penalty for so doing is *forty shillings*, and in default of payment *one month*.

Whips for Dirty Dogs;

By an Act of Parliament called the Indecent Advertisements' Act, 1889 (52 & 53, Vic. c. 18), Whoever affixes to or inscribes on any house, building, wall, hoarding, gate, fence, pillar, post, board, tree, or any other thing whatsoever so as to be visible to a person being in or passing along any street, public highway or footpath, and whoever affixes to or inscribes on any public urinal, or delivers, or attempts to deliver, or exhibits, to any inhabitant or to any person being in or passing along any street, public highway or footpath, or throws down the area of any house, or exhibits to public view in the window of any house or shop, any picture or printed or written matter which is of an indecent or obscene nature, shall, on summary conviction, be liable to a *penalty* not exceeding 40/-, or to *imprisonment* for any term not exceeding one month, with or without hard labour.

Whoever gives or delivers to any other person any such pictures, or printed or written matter, with the intent that the same, or someone or more thereof, should be thus affixed, inscribed, delivered, or exhibited shall, on conviction, be liable to a *penalty* not exceeding £5, or to *imprisonment* for any term not exceeding 3 months, with or without hard labour.

And the Stone Jug.

Any advertisement relating to venereal diseases, infirmities, &c., shall be deemed to be printed or written matter of an indecent nature within the meaning of this Act, if such advertisement is affixed to or inscribed on any house, building, gate, fence, pillar, post, board, tree, or other thing whatsoever, so as to be visible to any person being in or passing along any street, public highway or footpath, or is affixed to or inscribed on any public urinal, or is delivered or attempted to be delivered to any person being in or passing along any street, public highway or footpath. Any constable or other peace officer may arrest without warrant any person whom he shall find committing an offence against this Act.

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By the Larceny, &c., Act, 1861 (24 & 25, Vict. c. 96) it is provided—

Don't spare or pay the Rogues.

Whosoever shall publicly advertise a Reward for the return of any property whatsoever which shall have been stolen or lost, and shall in such advertisement use any words purporting that no questions will be asked, or shall make use of any words in any public advertisement purporting that a Reward will be given or paid for any property which shall have been stolen or lost, without seizing or making any inquiry after the person producing such property, or shall promise or offer in any such public advertisement to return to any Pawnbroker or other person who may have bought or advanced money by way of loan upon any property stolen, or lost the money so paid or advanced, or any other sum of money or reward for the return of such property, or shall print or publish any such advertisement, shall forfeit the sum of FIFTY POUNDS for every such offence to any person who will sue for the same by action of debt, to be recovered, with full costs of suit.

For you will not be Spared.

For any person to act as above described is known as "compounding a felony."

It has been well said, a person is not obliged to set the law in motion for the prosecution of a criminal, and *merely* to forbear is no offence. But to take corruptly any reward for helping a person to property stolen or obtained by felony or misdemeanour—unless all due diligence to bring the offender to trial has been employed—is itself a felony and punishable as such by penal servitude to the extent of seven years.

With regard to the above-mentioned instance of advertising and offering a reward, &c., no such action as that referred to may be brought to recover the forfeiture from the *printer* and *publisher* except within six months after the forfeiture is incurred. Nor can the action be brought by anyone against *any* of the offenders in such a case without first obtaining the written sanction of the Attorney-General or Solicitor-General. The person bringing the action is called a common informer.

Be good and wise—and so, Farewell.

Finally, gentle reader, that august and invisible Potentate—THE LAW—has no terrors or thongs for the intelligent and honest.

All his weapons and thwackings are ready for *Rogues*—and *Fools!*

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IT HAS BEEN SAID

In confirmation of my assertion in a previous edition of this book, on the value of the Mail-Order and the Follow-Up-System—a system that is only just beginning to be taken up seriously and thoroughly, and its productiveness only just being fully realized in this country—it has been said in favour of this as follows :—

"We find your book most practical.
"Since adopting your idea and suggestions
"for the Mail-Order Trade, we are pleased
"to say that the results have been very
"satisfactory, and have opened up an entirely
"new and profitable branch in business."

THIS WAS SAID

By the Todd Manufacturing Co., London, in October, 1901, and is practical demonstration that there's "Money in it." I shall be pleased to exemplify the essence of the above system, and to show "just cause and good reason" Why and How every firm should and can adopt the idea to its own particular purpose. All the departments and schemes of this nature are planned, executed

AND DONE WELL

By THOMAS DIXON,
193 & 195, Oxford Street, London, W

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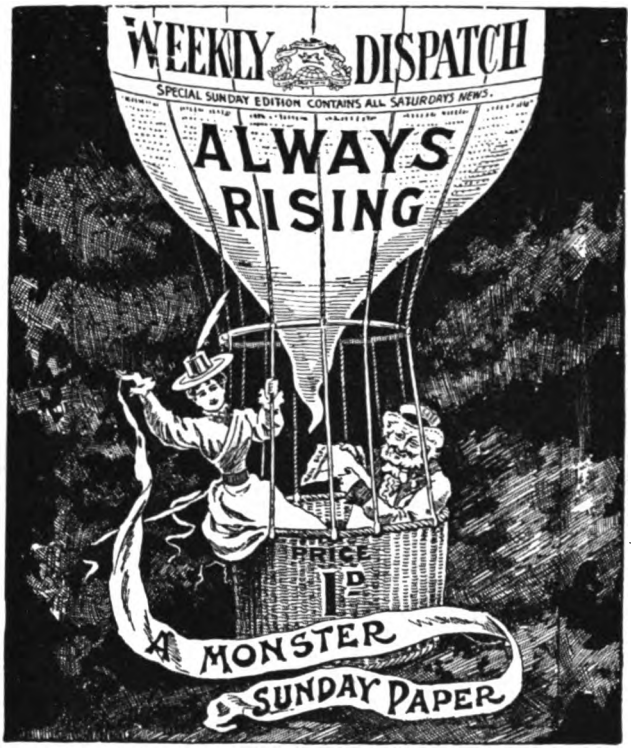

OVER ONE HUNDRED YEARS OLD.

The LARGEST, BRIGHTEST, and BEST WEEKLY PUBLISHED.

TWENTY PAGES. . . . . ONE HUNDRED WIDE COLUMNS.

PROFUSELY ILLUSTRATED.

READ and ENJOYED BY MILLIONS.

Circulates all over London and Suburbs, and in all the principal Towns and Villages in the Kingdom.

THE DISPATCH is the favourite paper in the homes of the middle class, and affords the best and cheapest means for bringing announcements before their notice.

SCALE OF CHARGES.

TRADE ADVERTISEMENTS.

Ordinary Position, 12s. 6d. per inch. Half Column, £5 5s. Whole Column, £10 10s.

SERIES DISCOUNTS.

13 Insertions ... ... less 10 per cent. | 26 Insertions ... ... less 15 per cent.
52 Insertions ... ... less 20 per cent.

All Advertisements ordered for next matter positions are charged 20 per cent. extra on the above rates. Leader Page, double.

Cheques and Postal Orders should be crossed "Capital and Counties" and addressed to the Advertisement Manager, THE WEEKLY DISPATCH, Tudor Street, E.C.

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CURRENT LEGAL COMMENTS

BY

WALTER R. WARREN, LL.B.,

Barrister-at-Law.

Author of "Choses in Action," "The History of Private Property," "The Legislative and Judicial Functions of the House of Lords," &c., &c.

A Memorable Edition.

Before proceeding with the various items of legal interest that have occurred since the last edition, we should like to refer, for the benefit of those who have not had a copy of the "Advertisers' Guardian," to the "World's history of Advertising" from the earliest times. In that issue it was endeavoured to show that advertising was co-eval with the human race, and universal in its permeation of all tribes and peoples.

A Retrospect.

That among modern excavations and discoveries, nothing was more wonderful than their illustrations of the all-absorbing passion to advertise and to be advertised. Tablets of wood, and stone, and wax, monuments of brass and gold; papyrus and parchment; manuscript and mouldering tome, all record one common story—advertisement!

Historic Accounts.

In this "history" several interesting illustrations were given of Hebrew, Greek, and Roman advertisements, depicting the variety, ingenuity, and art of those respective nations; to say nothing of the abundant wealth of skill that was unearthed in ancient advertising—the old inns, market places, city streets and stalls, and ancient "criers."

All sorts and conditions of "Ads."

Quaint "ads," "ads" for runaways, puffs for pills and ointments; the "ads" of good citizens, and great writers, and a thousand other kinds came teeming into that history of advertisement down to 1901. We traced the history of liberation from imposition of tax, and payment of duty in respect of newspapers. We recorded the growth, development, and multiplication of the means and ways of advertising—and of the accessories and facilities of advertising—and the change of the old order giving place to the new. This "History of Advertisement" cannot be reproduced this year on account of the want of space, but it remains on record in the last edition, to be seen and read by those whose interests are keen enough for such pursuits. We propose in this article to give a few matters in connection with advertising, which have been the subject of public discussion, municipal legislation, or judicial decision during the course of the past year.

"Coupon Competition" and Newspaper Bets. Horse-racing. *(1901) I.Q.B. 177.

In the well-known case of *Regina v. Stoddart*, the Defendant was the occupier of an office off Fleet Street, from which she published, as its proprietor, a weekly newspaper called *Sporting Luck*. In this newspaper the Defendant inserted, in each weekly issue, a notice of what was called a "coupon competition," which was in fact an offer and promise by her to divide a certain specified sum of money among those persons who should correctly guess the result of a certain horserace then shortly about to be run. The persons were to write down their guesses upon certain forms called

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"coupons," which were issued with each number of the newspaper, and to return the coupons so filled up to the Defendant's said office. The other conditions of the offer were, that only one coupon could be filled in free of charge, and that if subscribers (or competitors) desired to make more than one attempt, any number of extra coupons could be filled in, if a penny stamp was forwarded with each coupon, in respect of each guess made. A large number of persons every week sent in to the Defendant's office coupons filled in as above stated, accompanied by the necessary remittances of money; and by this means large sums of money were received at the office. Upon these facts the question was raised—Had the Defendant "unlawfully opened, kept, and used an office for the purpose of money being received, by and on her behalf, as the consideration for undertaking to pay thereafter, money on events relating to horse races," within the meaning of the Betting Act, 1853.

The question arose upon an indictment, for such an offence, at the Central Criminal Court, where the Defendant was convicted. The case was stated and reserved for the consideration of the Court for Crown Cases Reserved, before whom the above question was answered affirmatively by five judges of the High Court of Justice.

But advertising the "Coupon Competitions" is NOT ILLEGAL.

***(1901) 2.K.B.470.**

But matters did not finish there. As a consequence of that decision, the printers of the *Sporting Luck* refused to carry out their contract, on the grounds that the continued appearance of such an advertisement in that paper, rendered it an illegal act to print the newspaper. Hence another stage in the *Sporting Luck* litigation was disposed of before Mr. Justice Bruce and Mr. Justice Phillimore, in the King's Bench.

The plaintiff in the action, Mr. Joseph Stoddart, sued the Argus Printing Company, to recover damages for breach of contract in refusing to carry out an agreement under which they undertook to print that newspaper.

The Defendants said they were justified in refusing to carry out the agreement on the ground that *Sporting Luck* contained an advertisement headed "International Supplement," which related to horse-racing competitions, the publication of which it was alleged was an offence against the Betting House Acts of 1853 and 1874. Mrs. Stoddart was tried and convicted for having opened, kept, and used an office for the purpose of betting, and this conviction was upheld by the Court for Crown Cases Reserved. Mr. Stoddart subsequently made arrangements for the money in respect of the coupons to be sent to an office opened by him in Holland, and it was contended that this was no infringement of the Betting House Acts, which related only to transactions in the United Kingdom.

The Court were of opinion that there must be judgment for the plaintiff upon a somewhat narrow ground, viz.:—that the different sections of the Betting Acts, upon which reliance had been placed by the Defendant printers, did not prohibit advertisements of this character. It had been suggested that the place where the Plaintiff carried on his business made a difference, but it was not necessary for the Court to decide that point at all. If this business had been the business which Mrs. Stoddart carried on, and for which she was convicted, the advertisement of the business was not of such a nature as

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that described in the statement of the defence. The Court passed no opinion upon whether or not the Plaintiff was carrying on a legal business. Nothing that the Court said on that occasion would injure or assist Mr. Stoddart at the hearing of certain summonses which had been already taken out against him. Even if he was doing exactly the same thing for which Mrs. Stoddart was convicted, neither of the sections relied on by the Defendants made it illegal for the Defendant printers to print and publish this particular competition. Therefore, the Court held that there was no excuse for the Defendants' refusal to perform their contract.

It may be here stated that the statutes referred to relate to advertisements of betting-houses, &c., as sources of information and advice with regard to betting—that is a very different matter from the advertisement of the "coupon competition."

"Advt. sign attached to a building."

The London Building Act, 1894, enacts (sec. 73):—

"Except in so far as is permitted by this section in the case of shop fronts and projecting windows, and with the exception of water-pipes and their appurtenances, copings, string courses, cornices, facias, window dressings, and other like architectural decorations, *no projection from any building shall extend beyond the general line of buildings in any street, except with the permission of the Council after consulting the local authority.*"

***(1901) I.Q.B. 580.**

An action that failed.

In the *L.C.C. v. Hull* * proceedings were taken under this section. The facts were the following:—The tenant of a shop at corner of Seven Sisters' Road and Campbell Road, let to an advertising agent a position covering the first-floor window, for the purpose of erecting thereon an electric or other advertising sign, for a period of one year. The advertising agent was acting on behalf of the proprietors of "Edwards' Desiccated Soup," who, in June, 1899, caused to be erected an electric advertisement sign over the front of the premises in the position above-mentioned. The sign consisted of a wooden case with a glass front, the case being attached to the external wall of the premises by iron brackets, a space of six inches intervening between the back of the case and the wall, and a portion of the apparatus working the sign being within the room on the first floor. The sign measured ten feet six inches in height by seven feet in breadth. and when lighted by electricity showed an advertisement of "Edwards' Desiccated Soup." The sign was placed immediately over the cornice of the shop front, and projected *only sixteen inches* (including the iron brackets) beyond the external wall of the premises. *The sign did not project over the highway.*

In March, 1900, the L.C.C. surveyor called the tenant's attention to it, and in the same month the L.C.C. served a notice on the tenant requiring him to comply with the law.

In the "information," and in the summons issued upon the "information," the offence was charged as having been committed by the tenant in or about December, 1899—the date when it was first brought to the attention of the Council—that is to say, within six calendar months of the date of the "information;" whereas, in fact, the sign was erected in June, 1899, *i.e.*, more than six months before the "information."

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On 23rd May, 1900, notice of an appointment to define the general line of buildings of the tenant's premises was served by the L.C.C. on the tenant, and, later, such line was defined as being the main fronts of the building.

The magistrate found, as a fact, that the sign did "project" beyond the general building line. He held that the offence was a *continuing* offence, and he convicted the tenant, and fined him 40s. and 2s. costs.

The tenant appealed from that decision to the High Court.

The High Court quashed the conviction—

(1st) Because the sign was not a "projection" within the meaning of the Act; and

(2ndly) Because the prosecution was barred by the lapse of over six months from its erection to the time of proceedings being commenced.

Decisions of the High Court.

The Court decided—

That the sign did not constitute a "projection" within the meaning of the Act. That "projections" there meant are *architectural* projections or decorations, and overhanging parts of buildings—that is to say, projections forming part of the buildings from which they project. That a projection from a building means a part of a *building* projecting or jutting out.

While upon the subject of "projections" it may be here remarked that by *section* 164 of London Building Act, 1894, the County Council for London has power to make bye-laws for the regulation of lamps, signs, or other structures overhanging the public way not being within the City, *provided* that any such bye-laws, as such regulation, shall be administered by the Local Authority.

Advertisement of Reward for Return of Stolen Property.

It is common knowledge—or ought to be, if the article on "Law for Advertisers" in the last edition was read—that the Larceny Act, 1861, imposes a penalty on anyone who publicly advertises a reward for the return of *any property whatsoever* which shall have been stolen or lost, and uses in such an advertisement any words suggesting that no questions will be asked, and the same penalty is able to be inflicted upon anyone who prints or publishes such an advertisement.

A dog is "any property whatsoever." Mirams v. Our Dogs Publishing Coy. (1901) 2 K.B. 564.

It has within the last few months, however, taken three learned judges of the Court of Appeal to convince a British subject that a dog comes within the statutory meaning of "any property whatsoever."

Towns' provisions against excessive advertising zeal.

While upon the subject of public advertisements it may be well to mention that in certain parts of the country (*e.g.*, in Dover and Edinburgh) powers have been obtained, and bye-laws made, whereby the control of public advertising is to no inconsiderable extent vested in the local authorities, who regulate where advertisements may be publicly exhibited, and under what conditions. Quite recently, I understand, the Dover authorities have abated a local "grievance," in the shape of public advertisements, by tearing down and prohibiting all poster advertising upon the Dover cliffs.

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Almighty powers of the City Fathers.

The City Fathers have long had things all their own way, and possess unique and wide powers of stemming every stream of public "ads" which tends to disturb either the gravity of the City police, or the *decorum* of the Turtle Corporation. In short, by a series of authorities, charters, statutes, customs, and the like, the City of London "powers" may prohibit the distribution of handbills, the perambulation of "sandwiches," the exhibition and elevation of sky-signs and electric signs, and almost any other kind of "ad" which may tend to create a nuisance, obstruction, danger, or other objectionable event inconsistent with public enjoyment of free passage, and metropolitan civic sobriety of mien.

Several large towns are applying for powers of control on the same lines as the powers now in use and force at Dover and Edinburgh.

A Society for Checking Abuses.

To such an extent has the epidemic of public advertisements spread, that within recent years a formidable society has been created and organised for "checking the abuse of public advertising." I wonder what this Society would do if their powers had sway in St. Petersburg.

Pictorial Advertisements in St. Petersburg.

In that great city a common thing that catches the eye of the stranger is the custom of decorating the outside of ordinary shops with pictures of everything sold within. The tailor's shop has graphic pictures of coats and trousers; the ironmonger portrays his saws and pincers, and hammers and locks; while the fruiterer's luscious produce blooms in radiant hues that vie with nature; and the provision merchant prosaically pictures his bread and sausages, and hunger-staying cheese. This is the almost universal custom in the city of St. Petersburg, save in respect of the most expensive shops. The prime object obviously is "to catch the eye," but it serves a secondary, and equally successful purpose, by instructing the illiterate foot-farer—the vast majority of the customers—what goods the shopkeeper offers for sale.

"Catch" Advertisements. An observation and an opinion.

Not a few advertisers of late years have found fame—and fortune—in some instances at great trouble and personal inconvenience, owing to the methods of advertising which they have adopted. I refer to that class of advertisements which are sometimes described as "catch" advertisements.

Many years ago a custom arose, among a certain set of traders, of advertising their goods and place of business by a picture-puzzle, which the reading public were requested to solve, while the perplexed were advised to apply to———. Others distributed the yearly calendar with their name, address, and description of their business and wares appended to it in some prominent manner. Side by side with these modes of advertising, a number of very enterprising and ingenious minds contrived a variety of problems, tasks, and puzzles to be solved by the public upon payment of a small entrance fee, and, by way of remuneration, a tempting sum of money was offered to the successful competitors.

It would be tedious and unnecessary to try to enumerate the many and diverse kinds of these competitions—of which a great number were not only very cleverly contrived, but perfectly legitimate and valid.

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Probably it is from this source that the later practice has sprung up, among some houses of business, of employing these or similar modes of competitive activity, not merely to advertise, but also to sell their goods.

An observation. I cannot help observing that no such method is adopted by the very best of business houses, and that it is always open to comment that those goods which are sold and bargained for, otherwise than in the plain old straightforward manner, must be either inferior in quality or sold at a price greatly enhanced beyond their market value.

However, the present point is this, that whether such advertisements consist of missing-word competitions, correcting words wrongly spelt, enumerating a limited list of the most popular books or authors, counting the number of wrongly spelt words in a particular edition of a certain periodical or journal, or any other form in which competition is called into play, it is by no means certain that the advertisement is lawful or criminal. There may be two "ads" similar in kind, but inserted by two different firms—one may be lawful, the other unlawful and criminal.

If an advertiser will think sufficiently and logically an announcement can be written which will bring the same results, and will not be of a questionable nature, or open to the possibility of being brought into collision with the law.

In conclusion, the following is an instance where a King's Counsellor had a great deal to do with the actual drafting of an advertising label—this case should afford interesting reading to all advertisers.

An Advertisement which was written by a King's Counsellor for Buttermen. "The writing of advertisements is an art which "sometimes requires a certain amount of legal "intellect, and a case heard recently, at the London "South-Western Police Court, disclosed the fact that "members of the provision trade have been in-"voking the aid of eminent counsel in drafting their "announcements.

"Messrs. Pearks, Gunston, and Tee, grocers, of Bayer Street, "Golden Lane, E.C., were summoned at the South-Western Court, at "the instance of the Wandsworth Borough Council, for selling at their "branch shop, at 140, High Road, Streatham, on July 5th, butter which "contained 65 per cent. over the usually accepted standard of 16 per "cent. of moisture.

"Mr. A. H. Bodkin prosecuted, the defendants being represented "by Mr. George Elliott.

"Mr. Bodkin said the defendants were traders on a large scale, "possessing throughout the country 140 shops, where they sold what "they called butter. Their method of business was to import Colonial "butter—a particularly dry produce—and by a skilful mechanical "process, which consisted of first softening the butter, pouring it into a "sort of cylindrical churn, adding a certain percentage of pure milk, and "then giving the machine a few revolutions, they turned out 'Pearks' "Butter.' (Laughter.) They thus re-introduced into their article the "very element—viz., moisture—which the producer of ordinary butter

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"was at pains to eliminate. The accepted standard of moisture in butter "was 16 per cent., a high percentage; but in the case of the defendants' "butter the moisture rose to between 20 and 23 per cent. The defendants "turned out about 500 tons per week in this butter, and from their adver-"tisements, prominent in which were illustrations of dairymaids—"(laughter)—one gathered that 256,000 persons daily consumed this com-"pound. It was an artificial, not a natural, production, and, when it was "considered that milk was worth ¾d. a lb. in weight, he should leave it to "his learned friend to calculate what profit arose from the sale of their "mixture, and what the buyer paid for the milk 'suspended' in the "butter. The present prosecution differed from the many others which "had been initiated against the firm by reason of the fact that, since the "recent decision in the High Court by Mr. Justice Wills, the defendants "had issued labels, in which the butter was wrapped, and placed notices "conspicuously in their shops, which bore the following words:—

'Pearks' Butter. This choicest butter—blended with pure 'English full cream milk by new and improved machinery, whereby 'it retains about 20 to 23 per cent. of moisture, and acquires that 'delicacy of flavour which has made Pearks' butter so famous.'

"That label, argued counsel, was misleading, and did not absolve "the defendants from the operation of that section of the Act which "dealt with the fraudulent introduction of additional matter into butter "for the purpose of increasing its bulk or weight.

"In cross-examination, Mr. William Kitchener, the Council's "inspector, admitted that he understood he was to receive butter con-"taining from 20 to 23 per cent. of moisture.

"Mr. John Causfield, a director of the defendants' company, was "called as a witness by the prosecution, and detailed the process of "production of their butter. In answer to Mr. Bodkin he stated that "the percentage of moisture was determined by the condition of the "Colonial butter, and by the season of the year at which it was sold.

"Mr. Bodkin: Then do you mean to say that in the case of "ordinary butter the moisture is greater at midsummer than at "Christmas?—Yes.

"I see. Then you follow the cow—at a distance. (Laughter.) "Now, as regards this printed label. Who drafted it?—Mr. Horace "Avory and Mr. Bonsey.

"One of His Majesty's counsel and a junior. (Laughter.) Is this "your advertisement?—Yes.

"Was that produced by the same eminent counsel? (Laughter.) "Who proposed the dairymaids? (More laughter.)

"Mr. Elliott: I must really protest against Mr. Bodkin penetrating "the secrets of my learned friends' chambers. (Laughter.)

"In defence Mr. Elliott submitted that by the label the defendants "had ingeniously and legitimately disclosed to the purchaser what he "was buying, and therefore the purchaser was in no way deceived.

"Mr. Garrett, in giving judgment, found as a fact that the object "of the defendants was to introduce additional moisture, and so increase "the bulk, weight, or measure of the butter; and, secondly, that the "addition was made fraudulently. As regards the printed label, which, "he said, was very skilfully drawn, and reflected credit on those who

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"drafted it, it would be difficult, he thought, to imagine a statement "more calculated to mislead those unacquainted with the constituents "of butter. If the defendants wished to inform their customers what "they were selling they could have done so in plainer language. He "inflicted a penalty of £10, with £5 5s. costs.

"His worship granted a case for the consideration of the High "Court, but the appeal has not yet been heard and determined; "although appeals in other cases of a precisely similar nature have been "allowed and decided in favour of the advertisers."

It must certainly be said that these proceedings have constituted one of the most valuable forms of advertisements which Messrs. Pearks and Co. could have had.

On the following pages will be found a few specimen advertisement designs which have brought Profitable results.

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Specimen of Black and White Advertisement Prepared by Dixon's Advt. Agency.

A very impressive form in all kinds of publications.

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A Unique Border and Type Advertisement Prepared by Dixon's Advt. Agency.

A style which is clear and quick reading.

THE GRAPHOPHONE

Do you know it?

Entertains Everybody Everywhere.

The World's Best Talking Machine.

THE ONLY TALKING MACHINE AWARDED THE GRAND PRIX AT PARIS.

Just What you Want in the Home.

Reproduces the Music of Bands, Orchestras, the Songs of the best Artistes, and repeats the Humor of the Comedian. Makes Records of your own Voice and instantly Reproduces them.

Thirty-five different Styles.

Prices from 25/- to £32.

Write for "Machine List F" to—**COLUMBIA PHONOGRAPH CO., GEN'L.,**
122, Oxford Street, London, W.

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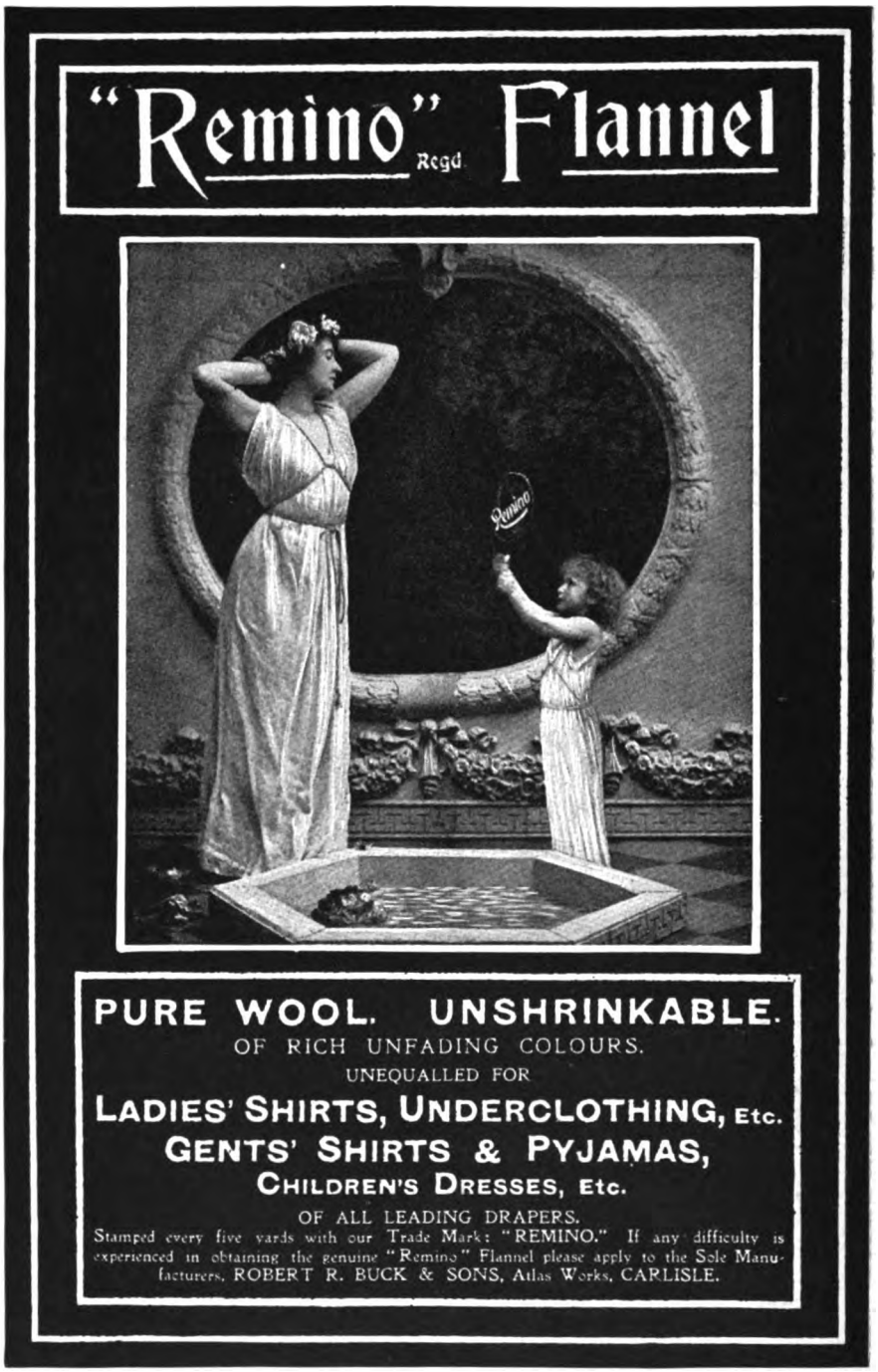

The kind that wins trade—the kind you want.

This is a specimen of one of the many "Classic" advertisements designed by Dixon's Advt. Agency.

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An Advertisement designed and used during the "Sherlock Holmes" rage in this country, and, being issued at the psychological moment, was a most timely and telling piece of publicity. *(Prepared and issued by Dixon's Advt. Agency.)*

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"MULTUM IN PARVO."

The very high rates necessarily charged for publications of immense circulations such as Lloyd's Weekly, The Strand Magazine, Harmsworth's, and so forth, have caused the introduction of this condensed style of advertisements, which, though small, attract attention, and tell their story. Even an inch will do.

One-sixteenth of a page at £60 or £80, is not dear if you are certain of *Half-a-Million* of good class circulation.

Another point. Sometimes you have a large advertisement, a descriptive page in one of the great illustrated papers or in a magazine, then you want to keep a small card in these papers continuously as a reminder.

Point out your speciality to the public, and watch the effect in the high-class papers. Some houses send out Catalogues that cost as much as half-a-guinea. The small advertisement calls attention to these. A beautiful Catalogue can be furnished by the thousand at a penny each. From that price to twopence or threepence a fine art production can be supplied. I undertake all such work, supplying matter, illustrations, etc., the complete compiling of any kind of circular or Catalogue, written up in a practical and most readable style on any subject under the sun; printing and binding; also sending them out to the most remunerative destinations when desired.

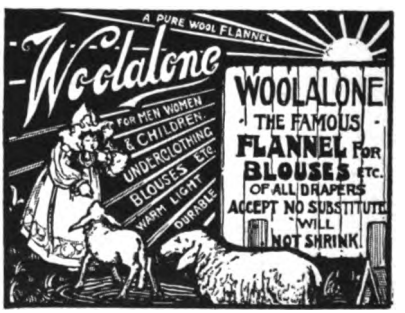
Samples of circulars and booklets will be shown to any firm desirous of improving upon its previous best in this direction, and quotations given by

THOMAS DIXON,
193 & 195, Oxford Street,
LONDON, W.

No wires, no acids, no liquids. NO DANGER! Invaluable in emergencies. No. 1, 12/6, gives over 5,000 flashes; re-fill Cartridge, 1/6. Post paid on receipt of price. Illustrated Catalogue from British Mutoscope & Biograph Co., Ltd., 19, Great Windmill Street, London, W.

ASTHMA

Sufferers find Hinksman's Asthma Reliever invaluable. Those who try it once usually recommend it to their friends. It is safe, its effect is immediate, and it gives satisfaction. 1s. per tin from all Chemists or post free 1s. from J. HINKSMAN, CARLUKE, N.B. Send for a free trial packet.



If any difficulty in obtaining GENUINE WOOLALONE, apply to the Manufacturers, ROBT. R. BUCK & SONS, Carlisle.

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STAMP DUTIES.

BY

WALTER R. WARREN, LL.B.,

Barrister-at-Law.

Author of "Choses in Action," "The History of Private Property," "The Legislative and Judicial Functions of the House of Lords," &c., &c.

The Stamp Act, 1891 (as amended and extended by subsequent enactments), is now the principal statute regulating the stamping of agreements and other documents.

In the following list of stamp duties I merely intend to set forth such information as I think may be useful to those who, from day to day, have to deal with contracts contained in letters, bills of lading, bills of exchange, and other formal or informal agreements and transactions of a similar kind.

Attention is also called to the closing "**Observations.**"

(1) Generally speaking, every **Agreement** or **Memorandum of Agreement**, made in England or Ireland (or made in Scotland without any clause of registration), which is written but is *not under seal*, and not specially charged with the payment of any other duty, must be stamped **6d.**

The following are some **exceptions** to the above rule and do **not** need stamping:—

(*a*) Agreements or Memoranda of Transactions *under* the value of £5.

(*b*) Agreements or Memoranda for the hire of any labourer, artificer, manufacturer, or menial servant.

(*c*) Agreements or Memoranda made between the master and mariners of any ships or vessels. for wages on any voyage coasting from port to port in the United Kingdom.

(*d*) Some Agreements which fall under the Land Law (Ireland) Act, 1881.

(*e*) Agreements, Letters, or Memoranda made or relating to the sale of any goods, wares or merchandise.

(2) **Letters of Allotment**, or any other document having the effect of a letter of allotment—

(*a*) Of any share of any Company	1d.
(*b*) In respect of any loan raised or proposed to be raised by any Company, &c., where the nominal amount is under £5	

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(*c*) When the nominal amount which is allotted is *not less* than £5 ... ... 6d.

(3) **Appointment** of a new trustee, or an appointment in fulfilment of a power of appointment in respect of any property, or of any use, share or interest in any property, by any document other than a will needs **10s.**

(4) **Appraisement** or **Valuation** of any property, or of any interest in property, or of the annual value of property, or of any dilapidations, or of any repairs wanted, or of the materials and labour used or to be used in any building, or of any artificers' work whatsoever, must be stamped according to the following scale :—

Where amount of appraisement or valuation

Does not exceed	£5	...	...	stamp	=	3d.
,,	£10	...	...	,,	=	6d.
,,	£20	...	...	,,	=	1/-
,,	£30	...	...	,,	=	1/6
,,	£40	...	...	,,	=	2/-
,,	£50	...	...	,,	=	2/6
,,	£100	...	...	,,	=	5/-
,,	£200	...	.	,,	=	10/-
,,	£500	...	...	,,	=	15/-
Over £500 ...		...	...	,,	=	£1

But if the appraisement or valuation is merely made for, and for the information of, one party only, and is not in any manner obligatory as between parties either by agreement or operation of law, no stamp is necessary.

(5) **Bill of Exchange**, *when payable on demand or at sight, or on presentation*, or within three days after day of sight, **1d.**

(6) **Bill of Exchange** of every other kind (except a cheque or bank-note) and every **Promissory Note**, drawn, made, or expressed to be payable or actually paid, or endorsed, or in any way negotiated in the United Kingdom, must be stamped according to face value :—

Where value does not exceed	£5	...	stamp	=	1d.
,, ,,	£10	...	,,	=	2d.
,, ,,	£25	...	,,	=	3d.
,, ,,	£50	...	,,	=	6d.
,, ,,	£75	...	,,	=	9d.
,, ,,	£100	...	,,	=	1/-

When it exceeds £100, then for every £100 or any fractional part of £100, 1/-.

(7) Bills of Lading, **6d.**

(8) Bills of Sale according to amount of value.

(*a*) For **Absolute** Bills of Sale :—

Where amount does not exceed £50 .. stamp = 5/-

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For every additional £25 or fractional part thereof an extra 2/6.

Beyond value of £300, for every additional £50 or fractional part thereof an extra 5/-.

(*b*) For **Conditional** Bills of Sale, *i.e.*, given merely *to secure payment of money* :—

Where amount does not exceed £50	...	1/3
" " £100	...	2/6

For every additional £50 or fractional part (up to £300), 1/3.

Beyond value of £300, for every additional £100 or fractional part, 2/6.

(9) **Bonds** :—

(*a*) For securing payment of money, same stamps as for Conditional Bills of Sale. But where under £50, and

Not exceeding £10	... ...	stamp = 3d.
" £25	... ..	" = 8d.

(*b*) On obtaining **Letters of Administration**, generally 5/- (with some exceptions to relatives, etc.)

(10) **Charter-Party, 6d.**

(11) **Cheque, 1d.**

(12) **Contract-Note** relating to Sale or Purchase of Stock or Marketable security :—

Of the value of £5, and under £100	...	1d.
Of the value of £100 and upwards	...	6d.

(13) Conveyance or Transfer of any Property upon Sale (except Stock) :—

Amount of consideration not exceeding £5	...	6d.
" " £10	...	1/-
" " £15	...	1/6
" " £20	...	2/-
" " £25	...	2/6
" " £50	...	5/-

(Above £50, same as for *Absolute* Bills of Sale)

(14) **Counterpart or Duplicate** of a Document :—

Where duty on *original* instrument does not amount to 5/-, then same duty as on original. In every other case, 5/-.

(15) **Debentures** :—

Not exceeding £10	... ...	3d.
" £25	... ...	8d.

Exceeding £25, same duty as on Conditional Bills of Sale.

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(16) **Deed** of any kind whatsoever not otherwise chargeable with a specific amount, **10s.**

(17) **Delivery Order, 1d.**

(18) **Letter or Power of Attorney:**

(*a*) For authorising another to vote as proxy at any one meeting, 1d.

(*b*) By any petty officer, seaman, soldier, &c., for receiving prize money or wages, 1/-.

(*c*) For receiving dividends or interest on stock, if for one receipt only, 1/-; if for more, 5/-.

(*d*) For other matters, 5/-.

(*e*) If it empowers attorney to sue or appoint another attorney, 10/-.

(19) **Mortgage:—**

Generally same rates as Bonds and Conditional Bills of Sale.

(20) *Passport*, 6d.

(21) **Policy of Sea Insurance:—**

(*a*) Where premium, &c., does *not* exceed the rate of 2/6 per cent. of the sum insured, 1d.

(*b*) In any other case—

(i.) For or on any voyage for every full sum of £100, or any fractional part thereof, insured, 3d.

(ii.) For time—

For every full sum of £100, or any fractional part thereof, insured, where the insurance is made for any time not exceeding six months, 3d.; in similar conditions where time exceeds six months and does not exceed twelve months, 6d.

(22) **Policy of Life Insurance:—**

Sum insured not exceeding, £10	1d.
„ exceeding £10, not exceeding £25 ...	3d.
„ „ £25, „ £500 ...	6d.
For every full sum of £50, or part thereof, of amount insured	6d.
Between £500 and £1,000 for every £100, or part thereof	1/-
Beyond £1,000—for every £1,000 or fractional part thereof of amount insured	1/-

(23) **Policy of Insurance** against **Accident** and **Policy of Insurance** for any payment agreed to be made during the sickness of any person, or his incapacity from personal injury, or by way of indemnity against loss or damage of or to any property, 1d.

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(24) **Procuration**, deed, or instrument, 10/-.

(25) **Protest** of Bill of Exchange:—

Same stamp as Bill where duty on Bill does *not* exceed 1/-; in any other case 1/-.

(26) Receipt for or upon payment of £2 and upwards, stamp = 1d.

(27) **Share Warrant** and **Stock Certificate** to bearer:—

Duty payable = three times the amount of the stamp duty which would be chargeable on a deed transferring the shares or stock specified, if the consideration for the transfer were the nominal face value of the shares or stock.

(27a) **Valuation.**—*See* **Appraisement.**

(28) **Voting Paper.**—*See* "**Letter of Attorney.**"

(29) **Warrant of Attorney** of any other kind not above mentioned, 10/-.

(30) Warrant for Goods, 3d.

Observations:—

(i.) To avoid penalties all "agreements" must be stamped within 14 days of their date; nearly all other documents within 30 days.

(ii.) Penalty for not stamping varies, but is often £10, and sometimes more, *in addition* to interest upon and payment of the amount of the proper stamps.

(iii.) A document liable to any duty referred to as the basis of a contract cannot be produced in evidence unless stamped with its appropriate stamp.

(iv.) An agreement consisting of several letters may be proved, or produced in evidence, under one stamp, if the letters are those *written while the contract is being made;* and the stamp may be upon any letter of the series.

(v.) An I.O.U. does not need a stamp.

(vi.) Nor does a *mere acknowledgment* of a debt, provided it is not a "receipt."

(vii.) But if a promise to pay is added, it may become either an "agreement" or "promissory note," and thus need stamping accordingly.

(viii.) Warranty upon sale of a horse does not need stamping.

(ix.) Agreement for work and labour needs stamping.

(x.) Contract for supply of water by a water company is exempt from stamp duty.

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(xi.) *Some* kinds of "hire-purchase" contracts do not need stamping—viz., where they are out-and-out *sales.*

(xii.) The following are not considered "goods":—Shares in companies, foreign stock, fixtures attached to the freehold, house sold as old building materials for pulling down, crops taken over by in-coming farm tenant.

(xiii.) No document requires an "agreement stamp" unless it amounts to an agreement or a memorandum of an agreement.

(xiv.) The mere fact that a document may *assist in proving* a contract does not render it chargeable with stamp duty.

(xv.) A mere proposal or offer, until accepted, amounts to nothing. If accepted in writing, the offer and acceptance together amount to an agreement; but if accepted *verbally* or *by conduct* such acceptance does not necessarily convert the offer into an agreement.

(xvi.) So that, generally speaking, an offer made by advertisement does not need stamping, if accepted otherwise than by writing.

(xvii.) The question often is whether the document is the foundation of a *completed* contract.

(xviii.) When an **order** for the insertion of "ads" is given, and the **order** amounts to £5 or more, it is doubtful whether the **order** needs stamping—whether it is an "agreement." There is no clear decision upon the point, but the safer advice is to stamp.

(xix.) Many formidable and legal documents have been purposely omitted from the above list (such as mortgages, leases, conveyances and assignments) because their addition would swell the list unduly, and because their details depend too closely upon the particular circumstances attending each individual case.

(xx.) Most of the above-mentioned documents need the stamp to be *impressed* either at Somerset House or Central Office of Courts of Justice, Strand, or at some similar stamping office; some few documents, such as "agreements," receipts, &c., may be stamped with an *adhesive* stamp, which should be affixed to the document before it is signed.

(xxi.) **Final Advice to all**:—When in doubt what to do consult some *living* and *competent* authority.

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THE DESCRIPTIVE ARTICLE,

WITH ILLUSTRATIONS.

As an example of high-class advertising and apparently of "editorial" effort, the "Descriptive Article with Illustrations" is probably the most effective method of catching the public eye in a high-class paper or Magazine. If you are moving into new premises, or if you have something new and choice, by all means let people know, tell them all about it, and show attractive pictures of it. It is necessary to get good photographic blocks and chatty, enlightening reading matter. An article such as this, followed up by small displayed advertisements, is a very successful method of continuous advertising. The following is submitted as an example of this refined method of advertising, which occupied a full page of *Country Life Illustrated.* It will be observed that these are not snap-shot, but fine art views, in which all the details are clearly brought out.

WAYGOOD LIFTS AT HOME.

TRAVELLING abroad in Europe, Australia, in Africa, China, and indeed everywhere, one meets with the name of "Waygood" in the lift at the hotel and on the crane on the dock at which the vessel is loaded. Abroad, as well as in England, the name is a synonym for ease and safety. The views here given will be of interest to friends old and new. The firm have been manufacturing lifts and other machinery for over half a century, making a speciality of hydraulic and electric lifts. The founder of the business, whose photograph is here reproduced, originally started business in Dorsetshire as a maker of fire stoves, but after coming to London in 1840 he was joined in partnership by two of the present directors, and soon after started the lift business, which has since grown by leaps and bounds, the output last year being nearly 1,500 machines of various kinds. The Queen has requisitioned this firm, who have already fitted up lifts for her in Buckingham Palace, Windsor Castle, Balmoral, and Osborne, to fit one in the new Royal Yacht, and they are now making this, which they anticipate will be one of the smoothest running lifts

Mr. Richard Waygood.

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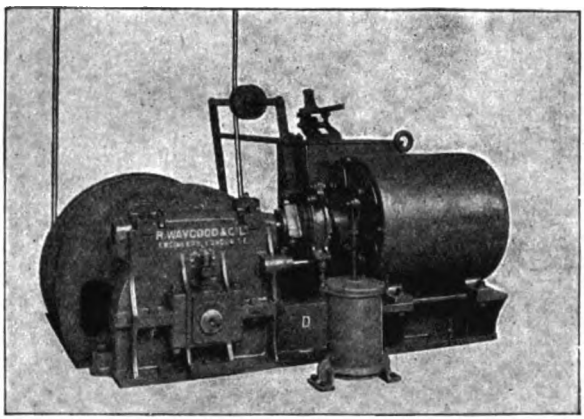
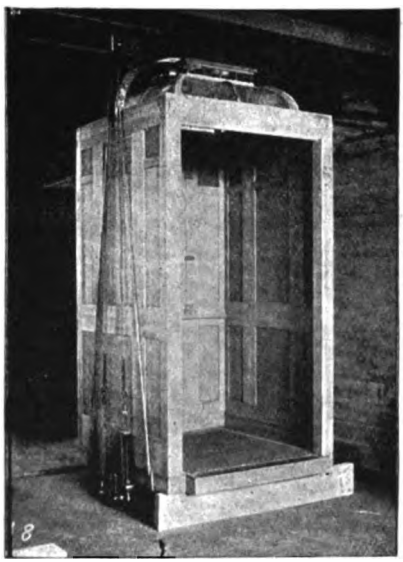
at work. This firm has also constructed a passenger lift for Lord Salisbury, at Arlington House, as well as for many others of the nobility and aristocracy; their published lists giving hundreds of names of hotels, stores, hospitals, flats, clubs, etc., where their lifts are running.



Waygood Patent Electric Gear.

Messrs. R. Waygood & Co. might almost be called the pioneers of the lift business in this country, particularly of the suspended hydraulic lift, which one usually sees in hotels and public office buildings. Electric lifts are the most recent development, and are very much coming into vogue. From the photograph of their latest electric lift gear, reproduced on this page, it will be apparent that it is a thoroughly serviceable machine. The electric parts are ironclad, so as to protect them from injury, and to remove any danger of fire, which, with electric machinery, are the most important items. Their latest development in the direction of ease and luxury in lift travelling is an arrangement by which on entering a lift the passenger simply touches a button, which starts the lift and stops it automatically at the floor required. This is quite a novel arrangement, and one to be recommended for private houses in preference to the starting rope usually employed. Cage designs also seem a speciality of the firm, and the examples exhibited of their work in this direction show that their facilities for producing highly finished cabinet work are equal to those for turning out heavy machinery; they thus have the great advantage of completing the whole of the work in their own shops. One very interesting photograph we are able to produce, is the construction of the lift which was made for Her Majesty. This photograph only shows the


Royal Car in construction.

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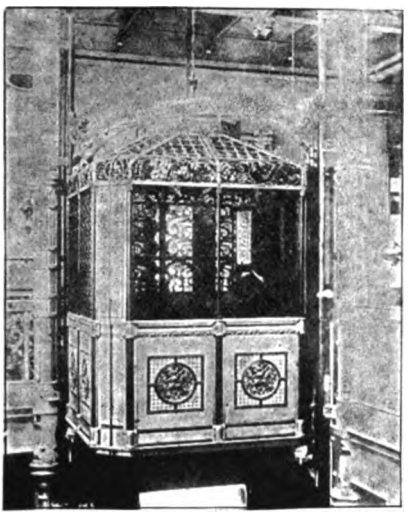
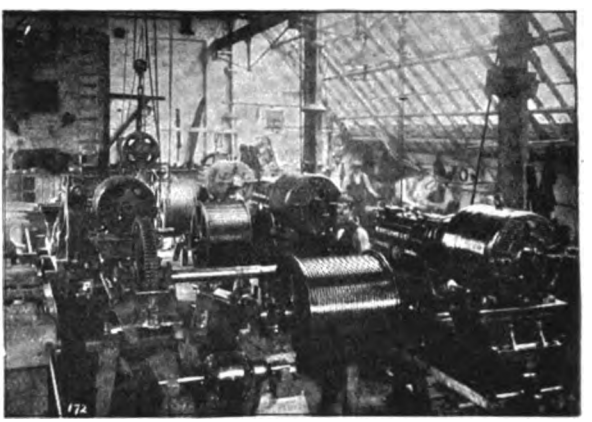
cage in its rough state before the decorative work has been done, but it is interesting to see this, as most people would like to know the form of lift that Her Majesty decided upon. At the side of the lift one can just see the safety apparatus, which is connected to the lifting ropes, and of course, was most thoroughly tested before the lift was put into motion. Finding it difficult to cope with the amount of work they had in hand with their works in London, Messrs. Waygood & Co. made a very important and valuable addition by acquiring works and foundry at Coventry, which they took over some two years ago. They have also, which seems a very wise and necessary arrangement, a staff of workmen at most of their provincial branches, and have again, of recent years, opened up branches abroad in many places which are now giving great satisfaction and profitable results. Messrs. R. Waygood & Co. also make a speciality of small lifts suitable for office or restaurant use. These lifts are, of course, made in various styles, the cheapest and most general being the hand power; but, as they point out, the great desideratum in such lifts is speed, with suitable stopping and starting arrangements, which they assert they always make a strong point of. It will thus be seen that while they make many of the largest lifts in the country, they also make some of the smallest. In conjunction with the lifts, as one would notice, it is always necessary to have some protection around the opening. These, of course, are made in various ways to suit the internal fittings of the buildings, but Messrs. Waygood make a speciality of wrought-iron scroll or wire work with suitable gates. This arrangement gives a very handsome appearance and perfect



Scroll Ironwork Passenger Car.



Electric Fitting Shop.

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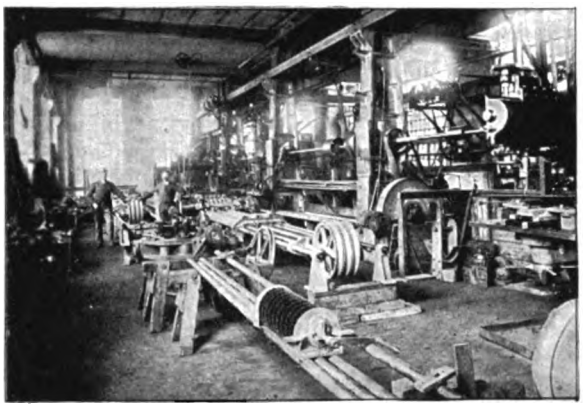
protection, and does not interfere with the light in the lift. While it is impossible to reproduce photographs of everything in just a small article like this, a great number of photographs of this work are on view at their office, which show that they are as busy and capable in this particular direction as in others.



Hydraulic Fitting Shop.

This firm state that they have no show room or offices over in the West or in the City, because they prefer to be able to show the actual work to any intending customers, and always invite people who are contemplating adding to the luxuries by having a lift, to visit their works when they can see every possible kind of lift under construction.

With advancing years many of our wealthy citizens find the great advantage of a lift from the dining room to the upper floor, the convenience and comfort of such an arrangement are wonderful, and the expense not really very great. Messrs. Waygood & Co. will be pleased to send particulars, or give suggestions on the matter, free of charge. The address is Falmouth Road, London, S.E.

One of the Turning Shops.

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"Common-Sense"

and the "Ad-School."

Original Thought.
Original Matter.

A PRACTICAL ADVERTISER.

A Monthly Journal devoted to an

ERA OF BETTER PUBLICITY.

'Experience has No Better Teacher than "Common-Sense."'

5/-

WILL BUY FOR ONE YEAR THE BRAINEST, BEST, BRIGHTEST BUSINESS PAPER EVER PUBLISHED OR READ BY MEN AND WOMEN OF ACTIVITY AND HIGH ASPIRATIONS. IT IS STRICTLY ORIGINAL, THOROUGHLY PRACTICAL AND EXTREMELY INTERESTING AND INSTRUCTIVE. IT IS THE ONLY MEDIUM OF ITS CLASS THAT IS OWNED, EDITED, AND PUBLISHED BY PRACTISING, WELL-KNOWN ADVERTISEMENT WRITERS. THAT IS WHY IT IS CALLED "AD-SCHOOL" AND "COMMON-SENSE." A SCHOOLING IN ITS TRUE SENSE FOR 60 PENCE. IDEAS ARE WORTH MONEY; IF YOU WANT MONEY IDEAS, "COMMON-SENSE" IS THE RIGHT IDEA.

Send in your subscription at once to

"COMMON-SENSE."

And you will receive a practical training in advertising every month the whole year. No theories, no sentiments, no puffs, no dry subjects, no stale clippings, everything new, original, spicy, interesting, instructive, and practical. It publishes successful experiences, gives practical assistance, publishes right and wrong ideas of practical publicity, and best of all gives reasons. To be successful get in close touch with successful people. Keep in the company of advertisers.

Specimen Copy on Application.

Published by the PAGE-DAVIS CO.,

193 & 195, Oxford Street, London, W., and at Chicago and New York.

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Catalogue . Of . . . . Publications.

I
am
sure
the items
on the fol-
lowing pages,
though rather dry
reading consecu-
tively, will be found of
great value to all inter-
ested in the various publi-
cations of the country and the
world. There are great differ-
ences, even among the daily
papers, each one having its own
clientèle, and being valuable for its
own certain class of advertisements. I
am always prepared to make a selection
according to the needs of any particular
business and give estimates, free, for any
desired amount of advertising in any or all classes
of publications, beginning with the great centre,
London, and reaching out to the ends of the earth.

T. DIXON, - - -

193 & 195, Oxford Street, W.

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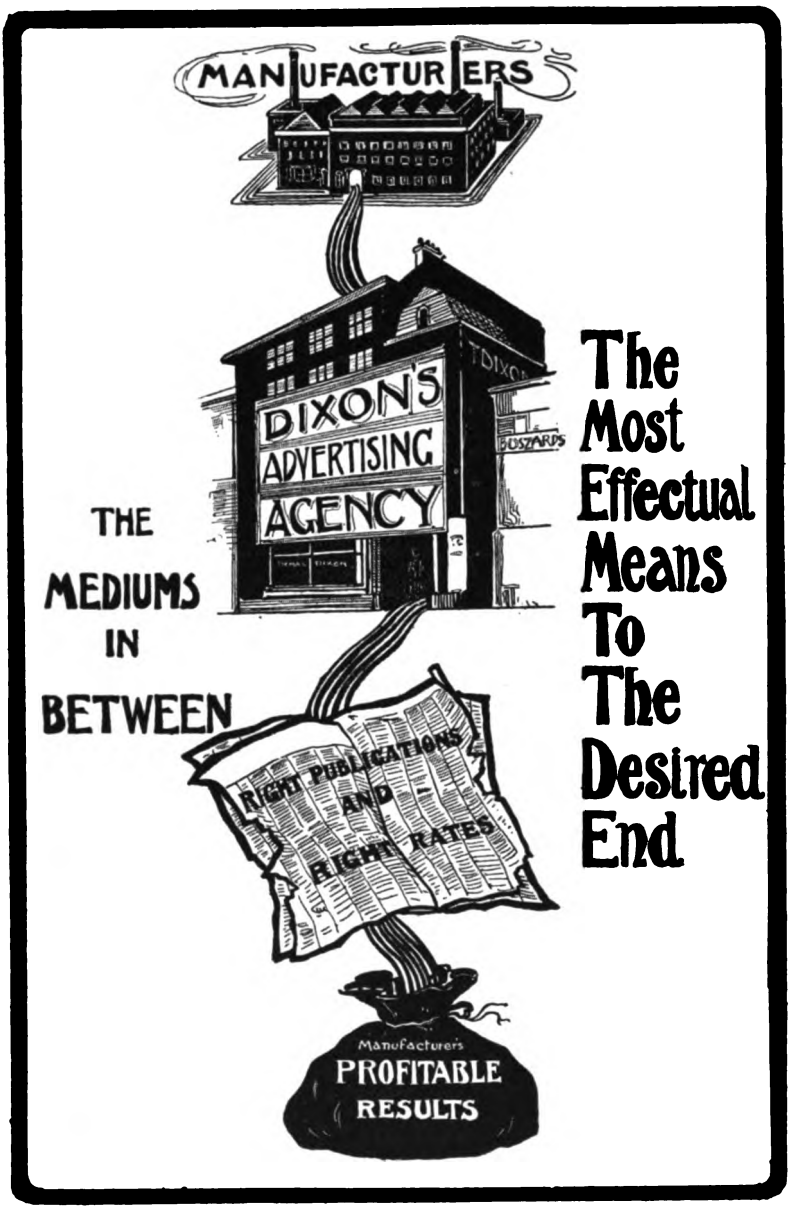

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LONDON NEWSPAPERS.

Morning Papers.

Politics are indicated thus:—C, Conservative; L, Liberal; I, Independent; U, Unionist; N, Neutral; R, Radical.

In reading the undermentioned particulars, follow this example:—

Daily Mail, published at Tallis Street, Price ½d. Publishers' rate for advertisements—[series of 13 (or.) insertions]—25/- per inch. Circulation, over 1,000,000 per issue. Established 1896.

Rates subject to alteration by Publishers.

City Leader	14 Devonshire Street, E.C. **1d** Half-page £6 6s
Daily Chronicle	80 Fleet Street, E.C. 6 lines 4s. 9d per line after. L **1d 1855**
Daily Express	17 Tudor Street, E.C. Per inch, s c, p 3 6 or 8 12s, Ditto: back p 10s 6d Blocks ex N **½d 1900**
Daily Freight Register	Comtelburo Ltd. 11 Tokenhouse Yard, E.C. By arrangement **1893**
Daily Graphic	194 Strand, W.C. 5 lines 4s 14s per inch, discount on series N **1d 1889**
Daily Mail	Tallis Street, E.C. 25s per inch Circulation over 1,000,000 N **½d 1896**
Daily News	Bouverie Street, E.C. 8 lines 6s 1s per line after L **1d 1846**
Daily Sport	11 Gough Square, E.C. **½d 1902**
Daily Telegraph	135 Fleet Street, E.C. 8 lines 6s, and 1s per line L.U. **1d 1855**
Dornbusch's Floating Cargoes List	11 Tokenhouse Yard, E.C. Morning N **4d 1858** 5s per inch
Financial News	11 Abchurch Lane, E.C. 8d per line, 8s per inch I **1d 1884**
Financial Times	72 Coleman Street, E.C. 8d. per line, 8s. per inch I **1d 1888**
Financial Truth	19 Cecil Court, W.C. 12s per inch N **1d 1889** See advt page 328
Financier & Bullionist	54 Wool Exchange, E.C. 6d per line Not published Saturdays N **1d 1870**
Flats	87 Victoria Street, S.W. **2d 1889**
Morning Advertiser	127 Fleet Street, E.C. 7s 6d per inch, less 10 per cent for series I **1d 1794**

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Morning Leader	Stonecutter Street, E.C. 12s per inch, 4 lines 4s L ½d **1892**
Morning Post	346 Strand, W.C. 4 lines 3s C **1d 1772**
Morning Summary, Shipping Gazette and Lloyds Lists	54 Gracechurch Street, E.C. 3s per inch N **1d 1893**
Public Ledger	4 Tower Dock, E.C. 8 lines 3s. N **2½d 1759**
Sporting Life	148 Fleet Street, E.C. 4 lines 3s, and 9d per line after N **1d 1859**
Sportsman	139 and 140 Fleet Street, E.C. 6d per line N **1d 1865**
Standard	23 St. Bride Street, E.C. 5 lines 4s, and 1s per line after C **1d 1857**
The Times	Printing House Square, E.C. 5 lines 4s, and 1s per line after I **3d 1788**

Evening Papers.

City Oracle	Copthall Avenue, E.C. Daily **1d 1891**
Echo	19 St. Bride Street, E.C. 4 lines 3s 4d, and 8d per line after L ½d **1868**
Evening News	4 Tallis Street, E.C. 4 lines 3s 4d, and 8d per line after Exceeds 225,000 C ½d **1880**
Evening Standard	23 St Bride Street, E.C. 5 lines 4s, and 1s per line after C **1d 1827**
Globe	367 Strand, W.C. 3 lines 2s 6d, and 8d per line after C **1d 1803**
Jewish Express	89 Commercial Street, E. 1s per inch Daily ½d **1894**
Pall Mall Gazette	18 Charing Cross Road, W.C. 4 lines 3s, and 8d per line after I-LU **1d 1865**
Shipping and Mercantile Gazette and Lloyds Lists	54 Gracechurch Street, E.C. 4 lines 3s, and 8d per line after N **3d 1836**
St. James' Gazette	15 Dorset Street, Whitefriars, E.C. 5 lines 4s, and 8d per line C **1d 1880**
Star	Stonecutter Street, E.C. 4 lines 3s 4d, and 10d per line after 225,000 certified, R ½d **1888**
Sun	Temple Avenue, E.C. 1s 6d line, 8 lines 3s series. 13 insertions at 7s 6d per inch C ½d **1893**
Westminster Gazette	Tudor Street, E.C. 4 lines 3s, and 9d per line after L **1d 1893**

Published Three Times a Week.

Bazaar, Exchange & Mart	170 Strand, W.C. 5s per half-inch Over 50,000 N Mon Wed and Friday **2d 1868**

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Corn and Produce Gazette	28 Fenchurch Street, E.C. 2s inch, s c, blocks N Mon Wed and Fri **1874**
Mail	Printing House Sq, E.C. 5 lines 2s 6d, and 6d line after I Mon Wed and Fri **2d 1789**
Universe	Clock House, Arundel St. Thur Fri and Sat **1d 1860**
Weekly Dispatch	Tudor House Fri Sat & Sun **1d 1801** See advt page 102

Twice a Week.

City Press	148 Aldersgate St, E.C. 4 lines 2s 6d, blocks N Wed and Sat **1d 1857**
General Investigator	43 Southampton Buildings, Chancery Lane, W.C. Wed & Sat **2d 1893**
Jockey	Wych House, Wych St. Sat or Mon **1d 1890**
London Corn Circular	11 Jewry, E.C. 5s per inch N Monday and Friday Sub: **1843**
London Gazette (Official)	45 St. Martin's Lane, W.C. 100 words 12s 6d, no blocks Tues & Fri **1s 1665**
Londoner General Anzeiger	24 Sun Street, Finsbury, E.C. 3s inch, blocks N Wed and Sat **2d 1889**
Police Gazette (Issued to the Police only)	Criminal Investigation Department, New Scotland Yd, S.W. Tues & Fri (As **Hue and Cry, 1790**)
Racing Pigeon	Southampton Street, Strand, W.C. N Wed and Sat **1d 1889**
Racing World	61 Fleet Street, E.C. 1s per line N Sat and Tues **1d 1886**
Sporting World	98 Shoe Lane, E.C. N Mon and Sat **1d 1879**

Weekly and Fortnightly Papers.

Academy	43 Chancery Lane, W.C. 5 lines 2s 6d, and 6d per line, no blocks N Sat **3d 1869**
Accountant	62 Moorgate Street, E.C. 9d per line, blocks accepted N Sat **6d 1874**
Advertisers' Review	74 Great Queen Street, W.C. £4 per column, blocks N Mon **1d 1899**
African Review	164 Fenchurch Street, E.C. 5s per inch, blocks accepted I Sat **6d 1892**
Agents' Journal & Official Gazette	6 Dorset Street, E.C. 5s per inch 23,000 N Thursday **1d 1885**
Agnostic Journal	41 Farringdon Street, E.C. 2s per 3 lines I Thursday **2d 1876**

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Agricultural Gazette	9 New Bridge Street, E.C. 4s per inch 6,000 N Monday **1d 1844**
Agricultural Register	10 Gunnersbury Lane, Acton, W. **1901**
Agricultural World & Cable	Hatton House, Gt. Queen Street 6d per line Thursday **1d 1893**
Ally Sloper's Half-Holiday	99 Shoe Lane, E.C. 10s per inch N Wed **1d 1884** See advt page 300
Amateur Gardening	148 Aldersgate Street, E.C. 8s per inch N Saturday **1d 1884**
Amateur Photographer	1 Creed Lane, Ludgate Hill, E.C. £5 per page N Friday **2d 1886**
Anglers' News and Sea Fishers' Journal	Gough Square, E.C. **1900**
Annie S. Swan's Penny Weekly Stories	27 Paternoster Row, E.C. Thursday **1d 1897**
Answers	Carmelite Street, E.C. $\frac{1}{16}$ column 37s 6d 1,000,000 N Tuesday **1d 1886**
Architect and Contract Reporter	P. A. Gilbert Wood, Imperial Bldgs, Ludgate Circus, E.C. Quarter page 50s, blocks N Friday **4d 1869**
Army and Navy Gazette	3 York Street, Covent Garden, W.C. 5s per inch I Sat **6d 1880**
Artistic Life	7 Whitefriars Street, E.C. **1900**
Aspirant	142 Lavender Hill, S.W. Sat **1d 1885**
Athenæum	11 Bream's Bldgs, Chancery Lane, E.C. 5 lines 3s 6d, 6d line, no blocks N Sat **3d 1828**
Athletic Chronicle	16 Gray's Inn Road, W.C. Tuesday **1d 1897** (As **Competitors' Guide**)
Athletic Field	Stonecastle Street, E.C. Mon **½d 1899**
Athletic and Sporting Chat	41 Featherstone Bldgs, E.C. 7s 6d per inch, blocks. 60,000 N Wed **1d 1900**
Australian Mail	37 Walbrook, E.C. N Thur **1d 1894**
Australian Trading World	166-7 Palmerston Buildings, Old Broad Street, E.C. 6s per inch N Thursday **2d 1836** See advt page 300
Auto-Car	3 St. Bride Street, E.C. 8s 6d per inch (13 insertions) N Saturday **3d 1896**
Baker and Confectioner	61-2 Chancery Lane 50s per page 6,000 guaranteed N Friday **1d 1892**
Bakers' Record	68 Farringdon Street, E.C. 3s 6d per inch, blocks accepted N Fri **1d 1864**
Bakers' Times	155 High Street, Lewisham, S.E. 50s page Friday **6s** per annum 6,000
Bankers' Journal	46 Cannon Street, E.C. Wednesday **25s** per annum **1889**
Banking, Insurance, Investment	45 Lombard Street, E.C. Saturday **2d 1898**
Banner of Israel	5 Racquet Court, E.C. 2s 6d inch, blocks 10,000 N Monday **1d** (and Monthly 6d) **1876**

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Baptist	61 Paternoster Row, E.C. 4s per in., blocks L Friday **1d** (and Monthly 6d) **1872**
Baptist Times and Freeman	29 Ludgate Hill, E.C. 4 lines 2s 6d N Friday **1d 1853**
Barnett's Weekly Printing Trades' Gazette	302 Upper Street, N Saturday **1d 1897**
Bell News	4 Ave Maria Lane, E.C. 4s 6d per inch, blocks C Saturday **1d 1880**
Big Budget	Henrietta Street, W.C. 12s 6d per inch 250,000 N Saturday **1d 1896** See advt page 2
Black and White	63 Fleet Street, E C. 15s per inch, blocks N Saturday **6d 1891**
Black and White Budget	63 Fleet Street, E.C. $\frac{1}{16}$ page 75s Illustrated 500,000 Sat **2d 1899**
Board of Trade Journal	East Harding Street, E.C. Thursday **1d 1886**
Bond	5 Fetter lane, E.C. Sat **1d 1899**
Bondholders' Register	2 Royal Exchange Buildings, E C. 6d per line N 2nd and 4th Tuesday **3d 1872**
Book & News Trade Gazette	27 Chancery Lane, W.C. N Saturday **1d 1894**
Boot and Shoe Trades' Journal	72-76 Temple Chambers, E.C. Quarter page 15s, blocks N Sat **2d 1869**
Borough Road Polytechnic	62 Ludgate Hill **1d**
Boys' Friend	Harmsworth Buildings, E.C. 12s 6d per inch, blocks 205,000 Wednesday **1d 1895**
Boys' Monster Weekly	11 Gough Square, E.C. Monday **1d 1899**
Boys of England	Harkaway House, West Harding Street, E.C. Friday **1d** (Illustrated) **1866**
Boys of our Empire	56 Ludgate Hill £15 page **1d**
Boys' Own Paper	56 Paternoster Row, E.C. $\frac{1}{16}$ page 8s, blocks N Saturday **1d 1879** (Also monthly)
Brett's Pocket Budget	6 West Harding Street **1d 1901**
Brewers' Gazette	2 Devonshire Square, E.C. Fortnightly Half page 30s **1s**
Brewers' Guardian	5 Bond Court, Walbrook, E C. 6s per inch, blocks N Alternate Tuesdays **1s 1871**
Brewers' Weekly	17 Farringdon Street, E.C. N Wed **6d 1899**
Bricklaying	Weekly **6d 1901**
British America	65 New Broad Street, E.C Saturday **6d 1899**
British Architect	83 King Street, Covent Garden, W.C. 3s per inch, blocks I Friday **4d 1874**

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British Australasian and New Zealand Mail	13 Wool Exchange, E.C. 5s per inch 6,000, blocks accepted N Thursday **6d 1884**
British Baker	37-8 Shoe Lane, E.C. 7,000 guaranteed, blocks accepted N Sat **1d 1885**
British Bee Journal	17 King William Street, Strand, W.C. N Thursday **1d 1873**
British Birds	125 Fleet Street, E.C. N Thursday **6d 1896**
British & Colonial Druggist	44 Bishopsgate Street Without, E.C. Half page 55s, blocks N Friday **10s per annum 1878**
British & Colonial Printer and Stationer	58 Shoe Lane, E.C. 4s per inch, blocks Ind Thursday **2d 1878**
British Canadian Review	65 New Broad Street. E.C. 6s per inch, blocks I Saturday **2d 1897** See advt page 306
British Investor	44 Bishopsgate Street Without **1900**
British Journal of Photography	24 Wellington Street, W.C. 4s 6d per inch, blocks accepted N Friday **2d 1854**
British Machinist	55 and 56 Chancery Lane, W.C.
British Medical Journal	429 Strand, W.C. 8 lines 4s, and 6d per line after, blocks 21,000 N Saturday **6d 1832**
British Mining	Nicholas Lane, E.C. **6d 1900**
British Socialist News	181 Queen Victoria St, E.C. Socialist Saturday **1d 1899**
British Weekly	27 Paternoster Row, E.C. 8s per inch 72,000 N Thursday **1d 1886**
Broad Arrow, the Naval & Military Gazette	122 Fleet Street, E.C. 6s per inch, blocks accepted I Saturday **6d 1833**
Bubbles	158 Aldersgate Street E.C. £8 page Tuesday **1d 1894**
Builder	46 Catherine Street, W.C. 8s per inch, blocks accepted Friday **4d 1842**
Builders' Journal & Architectural Record	Effingham House, Arundel Street, W.C. 6s 6d per inch, blocks accepted N Wednesday **1d 1895**
Builders' Reporter & Engineering Times	Imperial Buildings, Ludgate Circus. E.C. 6d per line, blocks accepted N Wednesday **2d 1856**
Building News	Clement's Inn Passage, Strand, W.C. 6s per inch, blocks accepted N Friday **4d 1854**
Building World	La Belle Sauvage, E.C. £8 page, blocks accepted N Sat **1d 1895**
Bull's Eye	Crown Court, E.C. Weekly **½d 1898**
Business World	Tudor Street, E.C. **1901**
Butcher	8 Whitefriars Street, E.C. **1901**

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Cable	51 Great Queen Street, W.C. 4s per inch N Saturday **1d 1893**
Canadian Gazette	1 Royal Exchange Buildings, E.C. 8d per line N Thursday **3d 1883**
Candid Friend	13 Henrietta Street, W.C. Wed **6d** See advt page 309
Capitalist	172 Clement Lane, E.C. 3s 6d per inch, n c, blocks accepted N Sat **1d 1885**
Carver and Gilder	411a Harrow Road, W. **1901**
Cassell's History of England	Ludgate Hill, E.C. **6d**
Cassell's Saturday Journal	La Belle Sauvage, E.C. 19s per inch, blocks accepted 160,000 N Sat **1d 1833**
Catholic Fireside	169 Fleet Street, E.C. 5s per inch 50,000 N Saturday **1d 1879**
Catholic Herald	16 Bear Alley, E.C. 4d per line, blocks N Friday **1d 1883**
Catholic Times	169 Fleet Street, E.C. 5s 6d inch (26 insertions), blocks 50,000 guar N Friday **1d 1863**
Chambers's Journal	47 Paternoster Row, E.C. Weekly **1½d 1832**
Charity Record & Hospital Times	160 Fleet Street, E.C. 3s per inch 4,600 guaranteed N First and third Thursday **2d 1881**
Chemical News	6 and 7 Creed Lane, E.C. 6s per inch, blocks accepted N Friday **4d 1859**
Chemist and Druggist	42 Cannon Street, E.C. 48s quarter page (less for series), blocks N Saturday **4d 1859**
Chess Players' Chronicle	Bulwer Road, New Barnet 5s per inch Wednesday **3d 1887** See advt page 313
Chic	3 Arundel Street **2d £15 page 1901** See advt page 310
Christian, The	12 Paternoster Buildings, E.C. 13s per inch, s c, blocks 45,000 N Thursday **1d 1859**
Christian Age	4 St. Bride Street, E.C. 6s inch, s c, (10% dis. for 13 insertions), blocks N Wednesday **1d 1871**
Christian Budget	27 Paternoster Row, E.C. 5s per inch, blocks accepted N Wed **1d 1898**
Christian Commonwealth	73 Ludgate Hill, E.C. 5s per inch, s c, blocks accepted N Thursday **1d 1881** See advt page 310
Christian Endeavour	56 Ludgate Hill, E.C. ¼ page 60s, blocks accepted N Thurs **1d 1893**
Christian Globe	185 Fleet Street, E.C. 5s. per inch, s c, blocks accepted, 40,000 N Thursday **1d 1874**

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Christian Herald	10 New Bridge Street, E.C. 30s per inch, blocks accepted 250,000 I Thursday **1d 1866**
Christian Life	Essex Hall, Essex Street, W.C. 2s 6d per inch, blocks 5,000 N Fri **1d 1876**
Christian Mail	92 Kilburn Lane, W.
Christian Million	20 St. Bride Street, E.C. 6s per inch, blocks accepted N Thur **1d 1833**
Christian World	13 Fleet Street, E.C. 10s inch, blocks 120,000 L Thur **1d 1857** See advt page 78
Christian World Pulpit	13 Fleet Street, E.C. 4s per inch N Monday **1d 1871**
Chums	Cassell & Co., La Belle Sauvage, E.C. 20s inch weekly, 10s per inch monthly, blocks N Wed **1d** (also monthly 6d) **1892**
Church Army Gazette	130 Edgware Road, N.W. N 85,000 Saturday **½d 1886**
Church Bells	3 Cecil Court, W.C. 6s per inch, blocks N Fri **1d 1871** See advt page 78
Church of England Pulpit	160 Fleet Street, E.C. 2s per inch, blocks accepted N Saturday **1d 1876** See advt page 311
Church Evangelist	23 Old Bailey, E.C. 8s per inch, blocks accepted 63,000 N Sat **½d 1885**
Church Family Newspaper	111 Fleet Street, E.C. 5s per inch 30,000 guaranteed N Fri **1d 1894**
Church Gazette	18 Temple House, E.C. N Thursday **1d 1898**
Church Review	11 Burleigh Street, W.C. 7s per inch, blocks N Thur **1d 1860** See advt page 312
Church Times	32 Little Queen Street, W.C. 8s per inch 44,000 guaranteed I Fri **1d 1863**
Church Weekly	28 Paternoster Row, E.C. 4s per inch, blocks accepted N Fri **1d 1895**
Churchwoman	2 Exeter Street, Strand, W.C. 5s per inch, blocks N Fri **1d 1895** See advt page IV
Cigarette, The	Supplement to **Illustrated Bits 1d 1898**
Citizen	15 Copthall Avenue, E.C. 6s per inch, s c, blocks N Sat **3d 1878** See advt page 314
City	5 Laurence Pountney Lane, E.C. N Thursday **1d 1895**
City Leader	14 Devonshire Street, E.C. 35s one-eighth page N Saturday **6d 1889**
City of London News	Moor Lane, E.C.

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City Press	148 Aldersgate Street, E.C. 4 lines 2s 6d, and 1s per line N Wednesday and Saturday **1d 1857**
City Review	Swan Chambers, Copthall Avenue, E.C. Quarter-column 22s 6d N Saturday **1d 1893**
City Times	10 Old Broad Street, E.C. N Wed **2d 1894**
Civil Service Candidate	W. F. Morgan, Rosebery Avenue, E.C. N Friday **1d 1884**
Civil Service Competitor	27 Chancery Lane, E.C. 5s. per inch, blocks accepted, 4,000 N Fri **1d 1881**
Civilian	76 Clerkenwell Road, E.C. 5 lines 3s, and 6d per line after, blocks 8,000 N Saturday **3d 1869**
Clarion	72 Fleet Street, E.C. 6s per inch 50,000 Ind Friday **1d 1891**
Clerks' Gazette	29 Old Queen Street, S.W. **2s 6d per annum**
Clinical Journal	30 Holborn, E.C. Quarter page £1 3s 6d, blocks N Wednesday **3d 1892**
Coal and Iron	46 and 47 Coal Exchange, E.C. N Alternate Mondays **6d 1891**
Coal Merchant & Shipper	165 Strand, E.C. Saturday **4d 1900**
Colliery Guardian	49 Essex Street, W.C. 3s 6d per inch, blocks accepted N Friday **5d 1860**
Colonies and India	New Bridge Street, E.C. Sat **6d 1856**
Coloured Comic	13 Farringdon Avenue, E C. Saturday for Monday **½d** (Illustrated) **1898**
Colonial Goldfields' Gazette	115 Strand, W.C. 10,000 N Saturday **3d 1896**
Comic Cuts	Harmsworth Buildings, E.C. 25s per inch 560,000 N Sat **¼d 1890**
Comic Home Journal	Harmsworth Buildings, E.C. 10s per inch 198,000 N Tuesday **½d 1895**
Comic Life	Red Lion Court, E.C. Monday **½d 1898**
Comic Pictorial Sheet	Red Lion Court, E.C. Tuesday and Friday **1d 1891**
Commerce	43a Fetter Lane, E.C. One-eighth page 42s Ind Wednesday **6d 1893**
Commercial Compendium	32 Bouverie Street, E.C. N Saturday **Sub 1854**
Commercial Intelligence	168 Fleet Street, E.C. One-sixteenth page 10s N Saturday **1d 1898** See advt page 368
Commercial World	10 Adam Street, Adelphi, W.C. 5s. per inch Ind 1st and 15th **3d 1868**
Compass	8 Fowke's Buildings, E.C. **1d 1900**
Contract Journal	139 Salisbury Court, Fleet Street, E.C. 4 lines 3s 8d 4s 6d per inch, blocks N Wednesday **6d 1869**

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Contractor, The	139 Salisbury Court, Fleet Street, E.C. 3s per inch, blocks N Sat **2d 1885**
Contractors' Chronicle	13 Victoria Street, S.W. Monday **6d 1886**
Councillor and Guardian	29 Old Queen Street, Westminster Ind Sat **1d 1894** See advt page 316
Country Brewers' Gazette	2 Devonshire Square, E.C N Alternate Thursdays **20s per annum 1877**
Country Life	7-12 Southampton Street, W.C. $\frac{1}{16}$ page 27s 6d, blocks N Saturday **6d 1897**
Country Sport (as Bell's Weekly Messenger)	1 Essex Street, Strand, W.C. 6s per inch, s c, blocks accepted N Sat **1d 1796**
County Council Times	24 Bride Lane, E.C. 8s per inch, blocks accepted N Saturday **3d 1889**
County Gentleman	3 Wellington Street, Strand, W.C. 5s inch, blocks N Saturday **6d 1862** See advt page 317
Court Circular	213 Piccadilly, W. 4s per inch, blocks accepted C Saturday **6d 1856**
Court Journal	13 Burleigh Street, W.C. 4s 6d per inch, blocks C Sat **6d 1829**
Cricket	168 Upper Thames Street, E.C. 4s 6d per inch, blocks N Thur **2d 1882**
Critic	1 Guildhall Chambers, E.C. One-eighth page 25s, blocks N Sat **6d 1895**
Cycle Trader	19 and 21 Wilson Street, E.C. 5s 6d per inch N Friday Sub **1895**
Cyclers' and Motor Cycle News	190 Fleet Street, London, E.C. 3s 6d 15,000 average Tuesday **1d 1883**
Cycling and Moting	Rosebery Avenue, E.C. One-eighth page 25s, blocks 40,000 guaranteed N Wednesday **1d 1891**
Cyclist	3 St. Bride Street, E.C. 5s 6d per inch, blocks 10,000 N Wed **1d 1879**
Daily News Weekly	Bouverie Street, E.C. N Saturday **1d 1899**
Daisy Stories	167 Strand, W.C. Monday **1901**
Dalton's Weekly Advertiser	149 Strand, W.C. 1s per inch, accept blocks N Saturday **1d 1870**
Democracy	17 Johnson's Court, E.C. Weekly **2d 1898**
Domestic Help	163a Strand, W.C. 1s 6d per inch N Saturday **1d 1883**
Domestic Journal	125 Fleet Street, E.C. Thurs **1d 1900**
Draper's Record	20 St. Paul's Churchyard, E.C. $\frac{1}{8}$ page 27s 6d, blocks N Sat **1d 1887**
Drapery, Silk and Woollen Trades' Journal	46 Cannon Street, E.C. Wednesday **25s per annum**
Dress Cutting and Making	93 and 94 Drury Lane, W.C. N Thur **1d 1899**
Duchess Novelette	11 Gough Square, E.C. 7s per inch 100,000 Monday **1d 1894**

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Economist	340 Strand, W.C. 6d per line I Sat **8d 1843**
Electrical Engineer	139 and 140 Salisbury Court, E.C. 4s per inch, accept blocks N Friday **3d 1882**
Electrical Investments	Mowbray House Twice a month **1901**
Electrical Inventions	**1d 1901**
Electrical Review	4 Ludgate Hill, E.C. 6s 6d per inch, accept blocks 8,000 N Friday **4d 1872**
Electrical Times	8 Bream's Buildings, E.C. Thurs **2d**
Electrician	1 Salisbury Court, E.C. 4s per inch, blocks 4,000 guaranteed N Fri **6d 1878**
Electricity and Electrical Engineering	2 Exeter Street, W.C. 5s per inch 7,000 guaranteed N Fri **1d 1890**
Empire	34 Great St. Helens, E.C. 2s per inch, accept blocks Imp Wed **6d 1896**
Empire Bouquet Novels	6 West Harding Street, E.C. **1d 1901**
Empire Review	St. Martin's Street. S.W. **1900**
Empress Novelette & Diamond Jubilee Novelette	11 Gough Square, E.C. 5s 6d per inch 50,000 Wednesday **1d 1897**
Encore	7 Wellington Street, W.C. 4s per inch, accept blocks N Thursday **1d 1892**
Engineer	33 Norfolk Street, W.C. 6s per inch, blocks accepted N Fri **6d 1866**
Engineering	35 and 36 Bedford Street, W.C. 5s per inch, blocks accepted N Friday **6d 1886**
Engineering Record	146 Fleet Street, E.C. 7s. per inch, blocks accepted N Sat **6d 1874**
English Churchman	74 Strand, W.C. 4s per inch, blocks accepted 13,500 C Thur **1d 1843**
English Mechanic	Clement's Inn Passage, Strand, W.C. 6s per inch, blocks 20,000 N Fri **2d 1865**
Enquire Within	83 Farringdon Street, E.C. 8s per inch, blocks accepted 50,000 N Sat **1d 1890**
Enterprise, British & Foreign	35 Bucklersbury, E.C. Sat **6d 1872**
Entr'acte and Limelight	17 Catherine Street, W.C. 2s 6d per inch N Friday **1d 1869** See advt page 322
Era	49 Wellington Street, W.C. 5s per inch, no blocks, no display N Sat **6d 1887**
Estates Gazette	6 St. Bride Street, E.C. 3s per inch, blocks accepted N Sat **3d 1858**
Ewen's Weekly Stamp News	32 Palace Square, Norwood, S.E. Friday **1d 1899**

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Examiner, The (Free Church)	57 and 59 Ludgate Hill, E.C. 10s per inch, broad col ; 7s per inch, narrow col N Thursday **1d 1900**
Fairplay	34 Leadenhall Street, E.C. 7s per inch, take blocks Ind Thurs **6d 1883**
Family Churchman	4 Ludgate Circus, E.C. 3s per inch, blocks 10,000 N Friday **1d 1880**
Family Doctor	358 Strand, W.C. 7s 6d per inch, blocks N Saturday **1d 1885**
Family Herald	23 and 24 Henrietta Street, Covent Garden, W.C. 20s per inch, blocks accepted 100,000 N Sat **1d 1842**
Family Herald Supplement	23 and 24 Henrietta Street, Covent Garden, W.C. 18s per inch 125,000 Accept blocks Saturday **1d 1877**
Family Novelist	26 Dean Street, Fette· Lane, E.C. 3s per inch, blocks 65,000 N Thursday **1d 1875**
Family Pocket Library of Short Stories	421 Strand, W.C. **1901**
Family Reader	25 Southampton Street, Strand, W.C. One-eighth page 25s Wednesday **1d** (Illustrated) **1871**
Family Record	26 Commercial Road, S.E. **1901**
Family Stories	7 Southampton Street Sat **1d 1900**
Farm, Field and Fireside	1 Essex Street, Strand, W.C. 6s 6d per inch, accept blocks N Mon **1d 1887**
Farm and Home	37 Southampton Street, Strand, W.C. 7s per inch, blocks I Thurs **1d 1881**
Farm Notes	83 Farringdon Street, E.C. **1900**
Farmer and Stockbreeder	6 Essex Street, Strand, W.C. 6d per line, blocks accepted N Mon **1d 1843**
Feathered World	57 Ludgate Hill, E.C. 6s per inch, blocks accepted N Friday **1d 1889**
Feathers and Live Stock Fanciers	30 Fetter Lane, E.C. Friday **1d 1899**
Field, The	Bream's Bldgs, Chancery Lane, E.C. 5 lines 5s (10 words 1s), blocks N Saturday **6d 1853**
Finance	43 Fetter Lane, E.C. N Sat **1d 1898**
Finance and Insurance Chronicle	8 John Street, Adelphi, W.C. Quarter page 45s I 1st and 15th **4d 1869**
Finance and Investment Journal	122 London Wall, E.C. **1898**
Financial Chronicle	108 Bishopsgate Street, E.C. One-eighth page 21s N Tuesday **1d 1885** See advt page 325
Financial Standard	34 Old Broad Street, E.C. Tuesday **3d 1890** See advt page 326
Financial World	46 and 47 Bow Lane, E.C. 5s per inch, display ; 1s 6d per line, par N Sat **1d 1886**

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Finanz Chronik Die	38 Coleman Street, E.C. 8s 6d per inch, blocks 5,000 N Sat **6d 1895** See advt page 328
Fireside Novelist	26 Dean Street, Fetter Lane, E C. 3s per inch 55,000 Wed **1d 1882**
Fish Trades' Gazette	39 Fish Street Hill, E.C. 5s per inch, 5 lines 2s 6d, blocks N Sat **2d 1883**
Fishing Gazette	St. Dunstan's House, Fetter Lane, E.C. 2s 6d per inch, blocks accepted N Sat **2d 1877**
Food and Sanitation	4 Ave Maria Lane, E.C. 4s per inch N Saturday **1d 1892**
Football Chat and Athletic News	23 Bedford Street, W.C. Tuesday **1d**
Forget-Me-Not	80 Chancery Lane, E.C. 28s 6d per inch, blocks 250,000 N Saturday **1d 1891**
Fortnight	3 East Temple Chambers, E.C. N 1st and 15th **3d 1894**
Fowls and Poultry World	34 New Bridge Street, E.C. 4s 6d per inch, blocks accepted N Fri **1d 1887**
Freemason	16 and 16a Great Queen Street, W.C. 4s per inch, blocks accepted N Friday **3d 1869**
Freemason's Chronicle	Fleet Works, New Barnet 4s per inch, blocks accepted N Sat **3d 1875** See advt page 322
Free Lance	15 Essex Street, W.C. Tuesday **1d** See advt page 324
Free Methodist	119 Salisbury Square, E.C. 2s per inch, blocks accepted L Thursday **1d 1886** See advt page 330
Freethinker	Stationers' Hall Court, Ludgate Hill, E.C. 2s per inch, blocks accepted N Thursday **2d 1881**
Friend	14 Bishopsgate Street Without, E.C. One-quarter column 8s N Friday **1d 1843**
Friendly Greeting	56 Paternoster Row **½d**
Fruit Grower	1, 2 and 3 Salisbury Court, E.C. 1s 6d per inch, accept blocks N Thursday **1d 1895**
Fruit Trade News	30 Fleet Street, E.C. Sat **1d 1901**
Fun	27 Bouverie Street, E.C. 10s per inch, blocks U Tuesday **1d 1860**
Funny Cuts	13 Farringdon Avenue, E.C. 18s per inch, accept blocks N Thursday **½d 1886**
Funny Wonder	Harmsworth Buildings, E.C. Saturday **½d 1893**
Furniture Record	8 City Road, E.C. N Fri **2d 1870**
Gainsborough Novels	158 Fleet Street, E.C. **½d 1901**

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Gale's Monday Special	12, St. Bride Street, E.C. N Monday **1d 1886**
Garden, The	20 Tavistock St, W.C. 4s 6d per inch, accept blocks N Friday **3d 1871**
Garden Life	Hatton House, W.C. Wed **1d 1901**
Gardener	La Belle Sauvage, E.C. One-eighth page 20s, accept blocks N Friday **1d 1899**
Gardeners' Chronicle	41 Wellington Street, W.C. 6s per inch, accept blocks N Friday **3d 1841**
Gardeners' Magazine	148 Aldersgate Street, E.C. 5s per inch, accept blocks N Sat **2d 1833**
Gardening Illustrated	37 Southampton Street, W.C. 8s 6d per inch, blocks 50,000 N Wed **1d 1879**
Gardening World	5 and 6 Clement's Inn, W.C. 4s 6d per inch, blocks N Thurs **1d 1884**
Gas World	3 Ludgate Buildings, E.C. 6s per inch, blocks accepted N Sat **3d 1884**
General Practitioner	Moorgate Station, E.C. **3d 1900**
Gentleman's Journal	31 Tollington Park, N. 10s per inch, s c, blocks N 1st and 15th **1s 1890** See advt page 331
Gentlewoman	142 Strand, W.C. 8s per inch, blocks Imp Thurs **6d 1890** See advt page III
Gipsy Novelette	6 West Harding Street, E.C. **1d 1900**
Girls' Friend	2 Carmelite Street, E.C. 12s 6d per inch, blocks N **1d 1898**
Girls' & Infants' Mistress	10 Paternoster Square, E.C. 8s per inch N Friday **1d 1893**
Girls' Own Paper	56 Paternoster Row, E.C. $\frac{1}{16}$ page 8s, blocks N Sat **1d 1880** (Also monthly)
Gleam	5 Red Lion Court, E.C. Thurs **1d 1901**
Golden Penny	194 Strand, W.C. 15s per inch, blocks accepted N Saturday **1d 1895**
Golden Stories	16 Whitefriars St, E.C. Wed **1d 1898**
Golf (Illustrated)	80 Chancery Lane, W.C. 4s 6d per inch, blocks accepted N Friday **6d 1890**
Golfing	18 New Bridge Street, E.C. 7s 6d per inch, blocks accepted N Thurs **1d 1895**
Good Tidings	4 Wine Office Court, E.C. 2s per inch 12,000 guaranteed N Thur ½d **1885**
Graphic	190 Strand, W C. ¼ column (white) £5; cover £4; blocks N Sat **6d 1869**
Great Thoughts	4 St. Bride Street, E.C. 7s per inch, blocks 50,000 N Sat **1d 1883**

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Greater London	24 Thayer Street, W. **1d 1901**
Grocer & Oil Trade Review	Eastcheap Buildings, E.C. One-eighth page 16s, blocks accepted N Sat **4d 1861**
Grocers' Gazette and Provision Trades' News	15 Philpot Lane, E.C. One-eighth page 10s, blocks accepted N Saturday **1d 1881**
Grocers' Journal	29 Rood Lane, E.C. 7s 6d per inch, blocks accepted 8,000 N Sat **1d 1874**
Grocers' Weekly	6a Tudor Street, E.C. **1901**
Guardian, The	5 Burleigh Street. W.C. 3 lines 4s, 9d per line after, no blocks U Wed **3d 1846**
Guy's Hospital Gazette	42 Southwark Street, S.E. Fortnightly **6d 1887**
Hairdressers' Chronicle	31 and 32 Berners Street, W. 3s 6d per inch N Saturday **1d 1866**
Hairdressers' Weekly Journal	51 Frith Street, Soho, W. One-eighth page 10s, blocks accepted I Sat **1d 1882**
Halfpenny Comic	13 Farringdon Avenue, E.C. Tues **½d 1898**
Halfpenny Marvel	Harmsworth Buildings, E.C. Sat **½d 1893**
Halfpenny Surprise	6 West Harding Street, E.C. **½d**
Handy Library	Carmelite Street, E.C **1d**
Handy Shipping Guide	21 Bevis Marks, E.C. 2s 6d per inch, blocks accepted N Sat **6d 1887**
Happy Hour Stories	23 & 24 Henrietta Street, Covent Garden, W.C. 1s 6d per page per 1,000, accept blocks 50,000 Sat **1d 1900**
Harrison Home Novels	8 Farringdon Avenue, E.C. Thurs **1d 1898**
Hardware Trade Journal	8 Finsbury Square, E.C. **1876** See advt page 333
Health	358 Strand, W.C. 4s per inch, blocks accepted N Saturday **1d 1883**
Hearth and Home	10 and 11 Fetter Lane, E.C. 7s 6d per inch, blocks accepted N Thurs **3d 1891** See advt page 336
Heartsease Library	Harmsworth Buildings, E.C. $\frac{1}{16}$ page 15s, blocks Wed **1d 1898**
Hobbies	12 Paternoster Square, E.C. 9s 6d per inch, blocks 50,000 N Saturday **1d 1895**
Hockey and Winter Sports, including Lacrosse	Laurence Pountney Hill, E.C. (During season) Friday **1d 1898**
Hockey Field	La Belle Sauvage, E.C. **2d 1901**
Hollandia	110 St. Martin's Lane, W.C. N Saturday **3d 1897**

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Home Chat	12 and 13 New Bridge Street, E.C. One-eighth column 40s, blocks 280 000 N Saturday **1d 1895**
Home Circle	80 Chancery Lane, W.C. Friday **1d** 15s per inch 100,000
Home Companion	16 Whitefriars Street, E.C. $\frac{1}{16}$ page 18s 9d, blocks 175,000 N Tues **1d 1897**
Home and Colonial Mail	188 Strand, W.C. 3s per inch, blocks accepted I Friday **6d 1879**
Home Magazine	7-12 Southampton Street, W.C. $\frac{1}{16}$ page 31s, blocks N Wed **1d 1898**
Home Notes	Henrietta Street, W.C. 42s 6d per inch, take blocks N Saturday **1d 1894** See advt page 2
Home Stories	26 Dean Street, Fetter Lane, E.C. 3s per inch 30,000 N Thur **1d 1895**
Homeward Mail	65 Cornhill, E.C. 3s 9d per inch, take blocks C Monday **6d 1856**
Horner's Penny Stories	26-27 Paternoster Square, E.C. Tuesday **1d 1883**
Horner's Pocket Library	27 Paternoster Square, E.C. **1d 1900**
Horse and Hound	15 York Street, W.C. 3s 6d per inch, take blocks N Saturday **2d 1884**
Horton's Stirring Stories	6 Panyer Alley, E.C. Tues **1d 1898**
Hospital	28 and 29 Southampton Street, W.C. 6s per inch, take blocks 10,000 N Saturday **2d 1886**
Household Words (also Monthly)	8 Whitefriars Street, E.C. 8s per inch. take blocks N Saturday **1d 1881**
Housing Journal	24 Sugden Road, Lavender Hill, E.C. **1900**
Hugo's French Journal	33 Gracechurch Street, E.C. Wednesday **1d 1896**
Illustrated Advertiser	192 Kennington Park Road, S.E. **1901**
Illustrated Bits	26 Dean Street, E.C. 8s per inch, take blocks 96,000 N Thurs **1d 1882**
Illustrated Police Budget	11 Gough Square, E.C. Thurs **1d 1893**
Illustrated Chips	Harmsworth Buildings, E.C. 25s. per inch, take blocks 599,000 N Thurs **½d 1890**
Illustrated Carpenter and Builder	313 Strand, W.C. 6s 6d per inch, take blocks N Thursday **1d 1877**
Illustrated Family Novelist	26 Dean St, E.C. Thursday **1d 1877**
Illustrated Fireside Novelist	26 Dean St, E.C. Thursday **1d 1881**
Illustrated Ladies' Own Novelette	26 Dean St, E.C. Thursday **1d 1888**
Illustrated London News	198 Strand, W.C. 16s 6d to 20s per inch, take blocks N Sat **6d 1842**
Illustrated Mail	Harmsworth Buildings, E.C. N Sat. **1d 1899**

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Illustrated Official Journal (Patents)	25 Southampton Buildings, Chancery Lane, W.C. One-eighth page 27s 6d, blocks N Wednesday **6d 1886**
Illustrated Police News	56 Wych Street, W.C. 9s 6d per inch, take blocks 300,000 N Saturday **1d 1884**
Illustrated Sporting and Dramatic News	172 Strand, W.C. 6s to 9s per inch, take blocks 23,000 I Saturday **6d 1874**
Imperialist	358 Strand, W.C. **1901**
Imperial Newsagent, Bookseller and Stationer	(As Northern N, B and S, 1898) 37 and 38 Shoe Lane, E.C. Friday **1d 1900**
Imperial Review	Weekly **3d 1900**
Incubation	St. Dunstan's House, Fetter Lane, E.C. N Friday **1d 1899**
Indent Gazette	24 Mark Lane, E.C. ¼ page 21s Wednesday **42s per annum 1895**
India	84 and 85 Palace Chambers, S.W. N Friday **2d 1890**
India Rubber Journal	37 and 38 Shoe Lane, E.C. Quarter page 30s N Alternate Mondays **6d 1884**
Industries and Iron	39 and 40 Shoe Lane, E.C. 5s per inch, blocks accepted N Friday **6d 1823**
Inquirer	3 Essex Street, Strand, W.C. 1s 9d per inch, blocks accepted N Sat **1d 1842**
Insurance Agents' News	179 Coldharbour Lane, S.W. **2d 1887**
Insurance Post	2 Whitefriars Street, E.C. 4s. per inch N Saturday **3d 1883**
Insurance Press	419 Birkbeck Bank Chambers, Holborn, W.C. Saturday **2d 1896**
Insurance Record	13 York Street, Covent Garden, W.C. 4s inch, take blocks N **2d 1863**
Insurance Spectator	5 Ludgate Circus Buildings, E.C. N First and Fifteenth **4d 1880**
Insurance World	287 Dashwood House, E.C. 4s inch 1,200 Blocks N 1st and 15th **4d 1879**
Invention	4 Mitre Court Chambers, Fleet Street, E.C. 5s inch, blocks N Saturday **1d 1878**
Investigator	76 and 77 Imperial Buildings, E.C. N First and Fifteenth **3d 1891**
Investors' Guardian	5 Laurence Pountney Lane, E.C. 1s line, 5s inch, blocks Saturday N **6d 1863**
Investors' Review	Norfolk House, Norfolk Street, W.C. ⅛ page 13s 6d, blocks Saturday **6d 1892**
Iron & Coal Trades Review	165 Strand, W.C. 6d per line N Friday **6d 1866**

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Iron & Steel Trades Journal	82 and 84 Cannon Street, E.C. 3s per inch, blocks N Sat **6d 1849**
Ironmonger, etc.	42 Cannon Street, E.C. One-eighth page 25s, blocks N Sat **6d 1859**
Jeweller and Metal Worker	24 Clerkenwell Road, E.C. $\frac{1}{16}$ page 7s 6d N 1st and 15th **1d 1873**
Jewish Chronicle	2 Finsbury Square, E.C. 4s per inch, blocks N Friday **2d 1841**
Jewish Express	Commercial Street, E. **1d 1895**
Jewish World	90 Chiswell Street, E.C. 3s 6d per inch, blocks L Friday **1d 1873**
Joint Stock Companies' Jnl.	28a Basinghall Street, E.C. 6s per inch, n c N Wednesday **4d 1846**
Journalist and Newspaper Proprietor	68 Finsbury Pavement, E.C. ¼ page 20s, blocks 1st and 3rd Sat **2d 1886**
Journal of Gas Lighting, &c.	11 Bolt Court, Fleet Street, E.C. 5s 6d per inch, blocks 3,500 Tuesday **6d 1849**
Journal of Greengrocery	139 Salisbury Court, E.C. N Saturday **1d 1895**
Journal of Horticulture	12 Mitre Court, Fleet Street, E.C. 4s 6d per inch, blocks N Thurs **2d 1848**
Journal of the Soc. of Arts	4 York Street, Covent Garden, W.C. 5s per inch, blocks N Fri **6d 1852**
Judy	57 and 58 Chancery Lane, W.C. 10s per inch, blocks 40,000 C Wednesday **2d 1867** See advt page 344
Justice	37a Clerkenwell Green, E.C. 2s 9d per inch, s c, blocks 10,000 Soc Thurs **1d 1884**
Justice of the Peace	7, 8, 9 Fetter Lane, E.C. 6d per line N Saturday **5d 1837**
Kemp's Mercantile Gazette	46 Cannon Street, E.C. one-eighth page 10s N Wed **25s per ann 1867**
King, The (Illustrated)	7 Southampton Street, W.C. N Sat **6d 1899**
Labour Leader	Glasgow, and 53 Fleet Street, E C. 4s per inch, s c, blocks 35,000 Soc Fri **1d 1887**
Labour News	10 Farringdon Avenue, E.C. 2s per inch, blocks N Wednesday **1d 1871**
Ladies' Field	12 Tavistock Street, W.C. ¼ col 25s blocks N Sat **6d 1898** See advt page II
Ladies' Review	83 Farringdon Street, E.C. 10s 6d per inch, blocks 90,000 N Saturday **2d 1892**
Lady, The	39 & 40 Bedford Street, W.C. 9s per inch, blocks N Thurs **3d 1885**
Lady Exhibitor	5 Great James Street, W.C. **1d 1901**

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Lady's Companion	115 Fleet Street, E.C. 8s per inch, blocks 100,000 N Mon **1d 1892**
Lady's Gazette	Clock House, Arundel Street, W.C. **2d 1901** See advt page 348
Lady's Pictorial	172 Strand, W.C. 7s per inch, blocks N Thursday **6d 1880**
Lamp	"London Catholic" 5s per inch, blocks 50,000 N Friday **1d 1830**
Lancet	423 Strand, W.C. 6s 3d per inch, blocks N Saturday **7d 1823**
Land Agents' Record	149 Strand, W.C. 6d per line N Saturday **6d 1878**
Land and Water	16 Henrietta Street, W.C. 5s 6d per inch, blocks N Saturday **6d 1866** See advt page 349
Larks	13 Farringdon Avenue, E.C. 10s 6d per inch, blocks N Monday **½d 1893**
Laundry Journal	29 Ludgate Hill, E.C. One-sixteenth page 10s, blocks N 1st and 15th **1d 1885**
Law Journal	37 and 39 Essex Street, Strand, W.C. 6s per inch, blocks N Sat **6d 1822**
Law Times	Bream's Buildings, E.C. 6s per inch, blocks N Saturday **9d 1843**
Law Times Reports	Bream's Buildings, W.C. Fri **1s 1843**
Lawn Tennis and Croquet	Laurence Pountney Hill, E.C. N Wed **1d 1898**
Lawyer, The	144 Fleet Street, E.C. 7s 6d per inch for series, blocks N Sat **1d 1900**
Leather Trades Review	24 Mark Lane, E.C. 3s per inch, blocks N Wed **10s 6d per annum 1867**
Librarian & Free Library	8 Whitefriars Street, E.C.
Licensed Victualler & Wine and Spirit Merchant	Middlesex Street, E. N Wednesday **3d 1898**
Licensed Victuallers' Gazette	81 Farringdon Street, E.C. 9s per inch 50,000 N Friday **2d 1872** See advt page 350
Licensed Victuallers' Mirror	12 St. Bride Street, W.C. 7s 6d per inch, blocks 48,000 N Friday **1d 1888**
Licensing World	71 Fleet St, E.C. One-eighth page 42s (5s per inch), blocks N Sat **1d 1892**
Life	6½ Suffolk Street, Pall Mall, S.W. 10s per inch, blocks I Sat **3d 1876**
Life of Faith	Keswick House, Paternoster Row, E.C. 5s per inch N Wed **1d 1879**
Life and Health	N Thursday **1d 1899**
Light	110 St. Martin's Lane, W.C. 2s 6d per inch, blocks N Saturday **2d 1881**
Light Railway & Tramway Journal	16 Elder Street, E.C. **1898**
Literary Digest	44 Fleet Street, E.C. 100,000 guaranteed Saturday **5d 1888**

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Literary World	13 and 14 Fleet Street, E.C. 4s 6d per inch 15,000 N Friday **1d 1867** See advt page 78
Literature	" Times ' Office, Printing House Square, E.C. N Saturday **6d 1897**
Live Stock Journal	9 New Bridge Street, E.C. 5s per inch, blocks 6,000 guaranteed N Friday **4d 1874**
Lloyd's Weekly Newspaper	12 Salisbury Square, Fleet Street, E.C. 4 lines 5s, 1s 3d per line after, blocks 1,250,000 L Sunday **1d 1842**
Lloyd's Weekly Shipping Index	54 Gracechurch Street, E.C. 4s 6d per inch, blocks N Friday **Sub 1880**
Local Government Chronicle	4 Belle Sauvage Yard, E.C. 4s 6d per inch, blocks N Saturday **3d 1855**
Local Government Journal	2 Dorset House, Salisbury Square, E.C. 4s 6d per inch, blocks N Sat **2d 1872**
Lock to Lock Times and River Life	Granville House, Arundel Street, W.C. 3s 6d per inch, s c, blocks 5,000 I Saturday **1d 1887** (Boating season only)
London Argus	8 New Bridge Street, E.C. U Sat **1d 1897**
London Catholic Herald	24 Bouverie Street, E C. **1d**
London Celt	211 Gray's Inn Road, W.C. 2s 6d per inch, blocks 8,000 Welsh Saturday **1d 1895**
London and China Express	79 Gracechurch Street, E.C. 3s. per inch, blocks N Friday **9d 1858**
London & China Telegraph	79 Gracechurch Street, E.C. 3s. per inch, blocks N Monday **9d 1858**
London Commercial Record	11 Jewry Street, E.C. 5s per inch N Friday **4d 1842**
London Journal	10 and 11 Fetter Lane, E.C. 8s per inch, blocks 80,000 N Fri **1d 1819**
London Musical Courier	Temple House, E.C. 1s 6d per inch, blocks N Friday **3d 1894**
London Reader	50 and 52 Ludgate Hill, E.C. N Sat **1d 1864**
London Register and Guide	12 St. Bride Street, E.C. **1d 1897**
London Tailor	51 Old Bailey, E.C. N Wed **2d 1876**
London Visitor	16 Buckingham Street, Strand, W.C. N Thursday for Saturday **1d 1896**
Londoner Zeitung Hermann	41 Coleman Street, E.C. 4s per inch, blocks 4,600 L Sat **2d 1858** See advt page 353
Londra-Roma	6 Fitzroy Street, W. L Saturday **1d 1888**
Lunar Month	139 Fleet Street, E.C. Quarter page 5s 6d, blocks Turf Sat **2d 1883**

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Machinery Market and Exporter	146a Queen Victoria Street, E.C. **1879**
Madame	8 and 9 Essex Street, Strand, W.C. 8s per inch N Sat **6d 1895** See advt page 2
M.A.P.	C. A. Pearson, Ltd., Henrietta Street, W.C. 14s per inch 100,000 N Sat **1d 1898** See advt page 2
Mark Lane Express	1 Essex Street, Strand, W.C. 5s per inch, blocks N Monday **3d 1832**
Marvel	Harmsworth Buildings, E.C. Wed **½d 1893**
Matron and Maid	26 Dean Street, W. **1901**
Mayflower	26 Dean Street, Fetter Lane, E.C. 3s per inch 50,000 N Thurs **½d 1891**
Meat Trades Journal	63 Long Lane, West Smithfield, E.C. 4s 6d inch, blocks 10,000 guar N Thursday **1d 1888**
Medical Notes	49 Haymarket, S.W. **1900**
Medical Press and Circular	8 Henrietta Street, W.C. 4s per inch, blocks I Wednesday **5d 1838**
Medical Times	11 Adam Street, Adelphi, W.C. I Saturday **2d 1872**
Medical World	4 Ave Maria Lane, E.C. Quarter page 20s, blocks N Sat **3d 1896**
Men's Wear	20 St. Paul's Churchyard, E.C. **1d 1902**
Methodist Sunday School Record	2 and 3 Ludgate Circus Buildings, E.C. Quarter page 20s, blocks N Wed **½d 1887**
Methodist Recorder	161 Fleet Street, E.C. 6s 6d inch, blocks 70,000 guar N Thursday **1d 1861** See advt page 78
Methodist Times	125 Fleet Street, E.C. 4s 6d per inch, blocks 27,000 L Thurs **1d 1885**
Methodist Weekly	30 Fleet Street Thursday **1d**
Military Mail and Volunteer Review	1 Amen Corner, E.C. Friday **1d 1901** See advt page 356
Miller, The	24 Mark Lane, E.C. 3s 6d per inch, blocks N Monday **12s 6d per annum 1875**
Millers' Gazette and Corn Trade Journal	94 Leadenhall Street, E.C. 3s 3d per inch, blocks N Wed **3d 1876**
Mining Journal	46 Queen Victoria Street, E.C. 3s 6d per inch, blocks Ind Sat **6d 1835** See advt page 355
Mining Market Record	61 Copthall House, E.C. **1901**
Mining World and Engineering Record	234 Gresham House, Old Broad St, E.C. 4s inch, blocks N Sat **6d 1871**
Mining and Engineering	51 Old Bailey, E.C. Fortnightly **2d**
Mirror of Life	43A Fetter Lane, E.C. N Saturday **2d 1894**

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Mode Illustre	Bedford Street **30s per annum 1860**
Modern Society	18 Kirby Street, Hatton Garden, E.C. 18s per inch, blocks N Monday **1d 1880**
Money	Bishopsgate House, E.C. 6s per inch, blocks N Saturday **3d 1872**
Money Maker	68 Bishopsgate Street N Saturday **1d 1899**
Money Market Review	53 Wool Exchange, E.C. 6d per line N Saturday **6d 1860**
Moniteur International de Londres	30 Gerrard Street, W. Sun **1d 1898**
Monitor, The (Catholic Organ for Great Britain)	16 Bear Alley, Farringdon Street, E.C. 4s per inch, blocks 35,000 Friday **1d 1897**
Moonshine	23 Bedford Street 8s per inch, blocks C Saturday **1d 1879**
Morning Light (Swedenborgian)	1 Bloomsbury Street, W.C. 2s 3d per inch, blocks N Saturday **1d 1878**
Motor	30 Bouverie Street **1896**
Motoring Illustrated	9 Arundel St, W.C. Sat **3d 1902**
Motor Car Journal	39 and 40 Shoe Lane, E.C. N Friday **1d 1899**
Motor Cycling	Rosebery Avenue, E.C. 70s page **1d 1902**
Municipal Journal of London	12 Salisbury Square, E.C. N Thurs **1d 1892**
Music Hall and Theatre Review	401 Strand, W.C. 2s 6d per inch, blocks C Friday **1d 1889**
Musical News	130 Fleet Street, E.C. 20 words 1s, 6d for every 10 words, blocks 5,000 guaranteed N Saturday **1d 1891**
Musical Standard	83 Charing Cross Road, W.C. 5s per inch, blocks N Saturday **1d 1862**
My Pocket Novels	6 West Harding Street **1d 1900**
My Queen Library	1 Crown Court, E.C. Wednesday **1d**
National Leader and Liberal Imperialist	3 Cursitor Street **1900**
National Police Gazette	149 Fleet St, E.C. Tuesday **2d 1896**
Nature	Macmillan & Co., Ltd., St. Martin's St, W.C. 7s 6d inch, 3 lines 2s 6d, blocks 5,000 N Thursday **6d 1869**
Navy and Army Illustrated	7-12 Southampton Street, W.C. $\frac{1}{16}$ page 20s, blocks N Saturday **6d 1895**
New Age	16 Bear Alley, E.C. 4s 6d per inch, blocks 25,000 N Thurs **1d 1894**
New Ireland	11 Queen Victoria Street N Saturday **1d 1898**
New Penny Magazine (Cassell's)	La Belle Sauvage. E.C. One-eighth page 50s, blocks N Sat **1d 1898**
News, The	11 Ludgate Square, E.C. 3s per inch, s c, blocks 20,000 N Thursday **1d 1875**

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News of the World	30 Bouverie Street, E.C. 8s 6d per inch, s c, blocks Over 300,000 L U Sunday **1d 1843**
Newsagent & Booksellers' Review	190 Fleet Street, E.C. 5s per inch N Saturday **1d 1838**
Newspaper Owner and Modern Printer	26-29 Poppin's Court, Fleet Street, E.C. 7s 6d per inch, blocks N Wednesday **2d 1898**
Nister's Stories	295 Strand. Tuesday **1d**
Notes and Queries	11 Bream's Buildings, E.C. 5 lines (pearl) 2s 6d, column 42s N Saturday **4d 1849**
Nuggets	Red Lion Court, E.C. Blocks N Saturday **1d 1892**
Nursing Record	11 Adam Street, Adelphi, W.C. Quarter page 25s N Saturday **1d 1838**
Observer	396 Strand, W.C. 6 lines 6s. NO blocks U Sunday **2d 1791**
Onlooker	16 Bedford Street Tuesday **3d** See advt page 59
O.O.F. (Only On Finance)	95 High Holborn **1901**
Optician, The, etc., Trades' Review	123-125 Fleet Street, E.C. 6s per inch, blocks N Friday **2d 1890**
Our Cats	5 Great James Street, W.C. Saturday **1d 1899**
Our Home	6 Essex Street, Strand, W.C. Blocks 100,000 N Saturday **1d 1889** See advt page 48
Outfitter (The Standard Authority of the Clothing and Outfitting Trades)	5 and 7 Moor Lane N Saturday **6s 6d per annum 1890**
Outlook	109 Fleet Street, E.C. 6s 6d per inch I Saturday **3d 1898**
Overland Mail	65 Cornhill, E C. 4s 6d per inch C Friday **6d 1855**
Paper and Pulp	10 Godliman Street, E.C. N 1st and 15th **6d 1896**
Paper Trade Review, The World's	58 Shoe Lane, E.C. 4s 6d per inch, blocks N Friday **6d 1879**
Paris Fashions	10 Tudor Street **3d 1899**
Pawnbrokers' Gazette	Pear Tree Court, E.C. 2s 6d per inch, blocks N Saturday **2d 1838**
Pearson's Weekly	Henrietta Street, W.C. 38s per inch, blocks 350,000 N Saturday **1d 1890** See advt page 2
Peep Show	67 Strand **½d 1901**
Pelican	10 and 11 Fetter Lane, E.C. 10s per inch, wide column N Sat **1d 1889**
Penny Illustrated Paper	198 Strand, W.C. 12s 6d per inch, blocks N Saturday **1d 1861**

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Penny Pictorial Magazine	Harmsworth Buildings, E.C. One-eighth page 60s, blocks 250,000 N Saturday **1d 1899**
Penny Popular Stories	(Late Nister's), 149 Strand **1d**
People	Milford Lane, Strand, W.C. 12s per inch, NO blocks 700,000 C Sun **1d 1881**
Perry's Weekly Gazette	Bush Lane, Cannon Street, E.C. Wed **21s per annum 1776** (For subscribers only)
Petroleum	60 Cornhill, E.C. Fortnight **1900**
Pharmaceutical Journal	5 Serle Street, Lincoln's Inn, W.C. 5s per inch, blocks 7,500 N Sat **4d 1841**
Phonetic Journal	1 Amen Corner, E.C. 7s 6d to 12s 6d per inch, blocks 25,000 N Sat, **1d 1842**
Photo Bits	Temple Avenue, E.C. 15s per inch, blocks 200,000 Sat **1d 1898**
Photographic Chronicle	53 Chancery Lane **1d**
Photographic Life	Temple House **1d 1897**
Photographic News	9 Cecil Court, Charing Cross Road, W.C. 3s 6d per inch, blocks N Friday **1d 1858**
Photography	3 St. Bride Street, E.C. 5s 6d per inch, blocks 8,500 guar N Thurs **1d 1888**
Pick-me-up	28 Maiden Lane, W.C. 15s per inch blocks 150,000 N Sat **1d 1888**
Pilot, The	2 Exeter Street, Strand, W.C. 7s 6d per inch, blocks N Sat **6d 1900**
Pitman's French Weekly	1 Amen Corner, E.C. N Sat **1d 1896**
Pitman's Journal	1 Amen Corner 25,000 guar **1d 1842**
Pitman's Shorthand Weekly	1 Amen Corner, E.C. 7s per inch, blocks N Saturday **1d 1892**
Pluck	Harmsworth Buildings, E.C. Sat ½d (Illustrated) **1896**
Police Review	69 Great Queen Street, W.C. 4s per inch, blocks 20,000 N Friday **1d 1892**
Polytechnic Magazine	298 Regent Street, W. 4s per inch, blocks N Wednesday **1d 1887**
Poor Law Officers Journal	18 and 19 Whitefriars Street Friday **6s 6d per annum 1892**
Poor Law Unions Gazette	68-70 Wardour Street, W. 8d per line, 4s per inch, blocks Sat **2d 1842**
Popular Penny Weekly	Exmoor St, N. Kensington **1d 1900**
Post, The	49 Grays Inn Rd, W.C. 2s 6d per inch N 1st and 3rd Saturday **1d 1890**
Poultry	12 Mitre Court Chambers, Fleet Street, E.C. 4s 6d per inch, blocks 32,000 N Friday **1d 1882**

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Presbyterian	6 Essex Street, Strand, W.C. 4s per inch, blocks N Thurs **1d 1887**
Primitive Methodist	4 Wine Office Court, E.C. 2s 6d per inch 10,000 guar. L Thurs **1d 1868**
Princess's Novelettes	173 Fleet Street 12s per inch 170,000 Monday **1d** (Illustrated) **1886**
Printers' Ink	50 Ludgate Hill, E.C. Wed **5s per annum 1888**
Produce Markets Review	121 Cannon Street, E.C. 60 words 5s, blocks N Friday **2d 1867**
Profitable Farm & Garden	148 and 149 Aldersgate Street, E.C. Saturday **1d 1899**
Progressive Advertising	150 Fleet Street £4 per page Friday **4d** 10/6 per annum **1901** See advt page 362
Property Market Review	31 St. Bride Street, E.C. 2s 6d per inch N Saturday **1d 1893**
Public Health Engineer	13 Clifford's Inn, Fleet Street, E.C. Quarter page 30s, blocks N Sat **3d 1897**
Public Opinion	5 New Street Square, E.C. 3s 6d per inch, blocks 18,000 N Fri **2d 1861**
Publishers' Circular	St. Dunstan's House, Fetter Lane, E.C. 4s 6d per inch, blocks N Saturday **1½d 1837**
Punch	10 Bouverie Street, E.C. 8 lines 15s, and 1s 6d per line, blocks extra N Saturday **3d 1841**
Punch's Holiday Book	10 Bouverie Street, E.C. **1901**
Queen, The	Bream's Buildings, E.C. 5 lines 5s, and 9d per line, blocks N Sat **6d 1847**
Race Horse	200 Strand Tuesday **1d 1901**
Racing Calendar	6 Old Burlington Street, W. 8 lines 5s N Saturday **6d 1773**
Racing Life	8 Burrell Street, Blackfriars, S.E. 8s per inch, blocks 8,000 N Race Days and weekly **1d 1885**
Racing Star	7 Whitefriars Street, E.C. Friday evening for Saturday **1s 1899**
Railway and Shipping Contractor	13 Victoria Street, Westminster, S.W. N Thursday **6d 1885**
Railway Herald	30A Fetter Lane, E.C. 3s per inch, blocks 40,000 N Sat **1d 1887**
Railway Jrnal. (Herapath's)	115 Strand, W.C. 3s per inch, blocks N Friday **5d 1885**
Railway News	3 Whitefriars Street, E.C. 4s per inch, blocks N Saturday **6d 1864**
Railway Review	72 Acton Street, Gray's Inn Road, W.C. 4s per inch 40,000 I Fri **1d 1880**
Railway Times	89 Chancery Lane, E.C. 4s per inch, blocks N Saturday **6d 1837**

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Record, The	1 Red Lion Court, Fleet Street, E.C. 5 lines 3 inserts 7s 6d, NO blocks N Friday **3d 1828**
Recorder	122 Fleet Street Wednesday for Saturday **1d 1892**
Referee	Victoria House, Tudor Street, E.C. 15s per inch, NO blocks 120,000 I Sunday **1d 1877**
Referee Record	9 Corden Road, Nunhead Lane, S.E. Fortnightly **1901**
Regiment	2 Southamptom Street, W.C. 5s 6d per inch, s c 50,000 cert N Saturday **1d 1896**
Review	561 Mansion House Chambers, 20 Bucklersbury, E.C. 5s per inch N Wednesday **6d 1869**
Reynolds' Newspaper	313 Strand, W.C. 12 lines (1 inch) 10s, NO blocks 350,000 D Sunday **1d 1850**
Rhodesia	13 Devonshire Street, E.C. I Saturday **3d 1897**
Rialto	White House, Telegraph Street, E.C. 3s per inch, blocks N Sat **1d 1889**
River and Coast	158 Strand, W.C. N Saturday (monthly October to March) **1d 1895**
Rock	12 St. Bride Street, E.C. 4s 6d per inch, blocks N Friday **1d 1868**
Romance	Crown Court Friday **1d 1897**
St. James's Budget	15 Dorset Street, Whitefriars, E.C. 5s 6d per inch, blocks N Friday **6d 1880**
Sanitary Engineer	4 Ave Maria Lane, E.C.
Sanitary Record	5 Fetter Lane, E.C. 2s 9d per inch, blocks N Thursday **3d 1873**
Saturday Review	38 Southampton Street, W.C. 13s per inch, NO blocks T Sat **6d 1855**
School Board Chronicle	72 Turnmill Street, E C. 4s per inch, blocks N Saturday **3d 1871**
School Board for London Gazette	5 Queen Victoria Street **1d** (except during vacation)
School Guardian	Broad Sanctuary, Westminster, S.W. One-eighth page 15s N Saturday **1d 1876**
School Manager	149 Fleet Street **1900**
Schoolmaster	3 Racquet Court, Fleet Street, E.C. 5 lines 4s, blocks 22,000 guar N Saturday **1d 1872**
Schoolmistress	149 Fleet Street, E.C. 3s per inch, blocks 25,000 guar N Thursday **1d 1881**
Science Siftings	123-125 Fleet Street, E.C. 9s per inch 32,000 N Saturday **1d 1890**

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Scraps	Red Lion Court, E.C. 12s 6d per inch, blocks N Saturday **1d 1884**
Sea and Riverside News	6½ Suffolk Street, S.W. **1900**
Script Phonographic Journal	44 Southampton Buildings **1d**
Seafaring	150 Minories, E. Saturday **1d 1888**
Secret Service	167 Strand **1d 1901**
Servants' Advertiser and Register	6 Whitefriars Street, E.C. Friday **1d**
Shipping Gazette (Weekly Summary)	54 Gracechurch Street, E.C. 4s 6d per inch N Friday **6d 1856**
Shipping List, etc.	13 St. Mary Axe, E.C. Half page 15s N Saturday **4d 1853**
Shipping World	Effingham House, Arundel Street, W.C. 5s per inch N Wed **6d 1883**
Shoe and Leather Record	42 Finsbury Square, E.C. Quarter page 35s, blocks N Friday **2d 1886**
Shopkeeper and Assistant	9 Garfield Road, Battersea, S.W. Saturday **1d 1899**
Short Stories	Henrietta Street, W.C. 10s per inch 50,000 N Saturday **1d 1889** See advt page 2
Showman	Harp Alley, E.C. Friday **2d 1900**
Shurey's Illustrated	11 Gough Square, E.C. Sat **1d 1899**
Signal & Gospel Union Gaz.	6 Tudor Street, E.C. Blocks Wednesday **½d 1881**
Sketch	198 Strand, W.C. 12s 6d per inch, blocks N Wednesday **6d 1893**
Sketchy Bits	11 Gough Square, E.C. 12s per inch 150,000 Monday **1d 1895**
Slate, The	190 Southampton Buildings, Chancery Lane, W.C. Wednesday **1d**
Snap Shots	Red Lion Court, E.C. 12s 6d per inch, blocks N Saturday **1d 1891**
Society of Arts Journal	4 York Street, W.C. Friday **6d**
Solicitors' Journal	27 Chancery Lane, W.C. 7s per inch, blocks N Saturday **6d 1857**
Something to Read	5 West Harding St, Fetter Lane, E.C. 10s per inch 132,158 guaranteed N Tuesday **1d 1881**
South Africa	390 Old Broad Street, E.C. 3s 9d per inch, blocks N Saturday **6d 1889**
South American Journal	4 Budge Row, Cannon Street, E.C. Quarter page 30s, blocks N Saturday **6d 1863**
Spare Moments	12 and 13 Fetter Lane, E.C. 5s per inch, blocks 60,000 N Sat **1d 1888**
Speaker	14 Henrietta Street, W.C. Quarter-column 16s, blocks L Sat **6d 1890**
Spectator	1 Wellington Street, W.C. Quarter-column 17s 6d, NO blocks LU Sat **6d 1828**

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Sphere	6 Great New Street, E.C. 20s per inch, blocks N Saturday **6d 1900** See advt page 4
Sporting Age	5 East Harding Street Sat **1d 1896**
Sporting Herald	169 Fleet Street, E.C. N Mon **1d 1895**
Sporting Life Racing Guide	148 Fleet Street, E.C. Sat **1d 1880**
Sporting Luck	10 Red Lion Court, E.C. 18s 6d per inch, s c, blocks Over 80,000 N Friday **1d 1890**
Sporting Luck Football Record	10 Red Lion Court **1900**
Sporting Mirror	6 Wine Office Court, E.C. 7s 6d per inch, blocks N Monday **1d 1892**
Sporting Sketches	26 Dean Street, E.C. 4s per inch 35,000 N Thursday **2d 1894**
Sporting Times	52 Fleet Street, E.C. 9s per inch T Saturday **2d 1865**
Stage, The	16 York Street, Covent Garden, W.C. 5s 6d per inch, blocks N Thursday **2d 1880**
Statist, The	51 Cannon Street, E.C. 5s 6d per inch N Saturday **6d 1878**
Stock Exchange	31 King Street, E.C. N Wednesday **3d 1887** See advt page 374
Stock Exchange Gazette	37 Walbrook, E.C. 1s per line N Saturday **3d 1895**
Stock Keeper and Fanciers' Chronicle	77 Fleet Street, E.C. 4s 6d per inch, blocks 14,000 N Fri **2d 1879**
Strength	3 and 4 Greystoke Place, E.C. **1897**
Stubbs' Weekly Gazette & List of Creditors (Bills of Sale, Bankruptcies, etc.)	42 Gresham Street, E.C. Wednesday **25s per annum 1853**
Success	12 St. Stephen's Mansions, Westminster, S.W. 6s 6d per inch 75,000 N Wed **1d 1895** See advt page 377
Sunday Chimes	Cassell & Co., La Belle Sauvage, E.C. One-eighth page 36s (26 insertions), blocks N Saturday **1d 1899**
Sunday Companion	16 Whitefriars Street, E.C. 15s per inch 160,000 N Saturday **1d 1894**
Sunday School Chronicle	57 Ludgate Hill, E.C. 6s per inch, light blocks 36,000 guar N Thursday **1d 1874**
Sunday School Times	13 and 14 Fleet Street, E.C. 7s 6d per inch, blocks 50,000 N Friday **½d 1859**
Sunday Special	8 and 9 Essex Street, Strand, W.C. 7s 6d per inch N Sun **1d 1897**
Sunday Stories	Harmsworth Buildings, E.C. $\frac{1}{16}$ page 25s, blocks 250,000 N Thursday **1d 1896**

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Sunday Sun	Temple House **1d**
Sunday Times	46 Fleet Street, E.C. 5s per inch, NO blocks 220,000 guar N Sunday **1d 1822**
Surveyor	24 Bride Lane, Fleet St, E.C. Quarter page 27s 6d N Friday **3d 1892**
Sweet Briar	3 Crown Court **1898**
Syren and Shipping	66 Leadenhall Street, E.C. 5s per inch, wide column, blocks N Wednesday **3d 1896**
Table	32 Mortimer Street, W.C. 7s 6d per inch N Saturday **1d 1886**
Table Talk	Hotel Cecil, W.C. N Sat **1d 1896**
Tablet	19 Henrietta Street, W.C. 4s 6d per inch, blocks I Saturday **5d 1840**
Tailor and Cutter	93 Drury Lane, W.C. One-eighth page 15s, blocks 16,000 N Thursday **2d 1866**
Tailoring World	17 Great Turnstile, W.C. 2s per inch N Friday (also monthly) **2d 1890**
Tatler	Great New Street, **6d 1901**
Teachers' Aid	3 Racquet Court, E.C. Quarter page 19s, blocks 20,000 guar N Sat **1d 1885**
Telegraph Chronicle	22 St. Andrew's Street, E.C. N Alt Fridays **2d 1893**
Temperance Chronicle	7 Paternoster Square, E.C. 3s per inch, blocks 15,000 N Fri **1d 1878**
Temperance Companion	30 Fleet Street, E.C. Saturday **1d**
Temperance Record	33 Paternoster Row, E.C. 4s 6d per inch N Thursday **1d 1856**
Thames	London Friday **1d 1899**
Theatrical and Public Life	29 Waterloo Road Monday **½d 1899**
Timber News and Saw Mill	84 Leadenhall Street Sat **4d 1891**
Timber and Wood Working Machinery	Sweedland Court, Middlesex Street, E.C. 6s 6d per inch N Sat **6d 1885**
Timber Trades Journal	164 Aldersgate Street, E.C. 3s 6d per inch, blocks N Sat **4d 1873**
"Times" Law Reports (Reprints from "The Times")	Printing House Square, E.C. Friday during the Law Sittings **25s per annum 1884**
"Times" Weekly Edition	Playhouse Yard, E.C. 6s to 12s per inch display advts, blocks on wrapper I Friday **2d 1877**
Tit-Bits	7-12 Southampton Street, W.C. $\frac{1}{16}$ column 40s 6d, blocks 600,000 N Sat **1d 1881** See advt page 26
Tobacconists' Weekly Journal	3 Chichester Rents, Chancery Lane, W.C. Quarter page 15s, blocks 3,000 N Thursday **1d 1897**

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To-Day	8 and 9 Essex Street, W.C. 20s per inch, blocks 40,000 I Thurs **2d 1893** See advt page 60
Topical Times	43 Fetter Lane, E.C. 6s 6d per inch, blocks I Sunday **1d 1884**
Trade and Finance	12 Verulam St., E.C. N Sat **1d 1896**
Trade Marks Journal	25 Southampton Buildings, Chancery Lane, W.C. Quarter page 30s N Wednesday **6d 1876**
Tramway and Railway Journal	Norfolk Street, W.C. N Thursday **1s 1899**
Transport	28 Victoria Street, S.W. 5s per inch, blocks 4,500 guar N Fri **6d 1892**
Traveller, The	Southampton Street, W.C. $\frac{1}{16}$ page 23s 6d, blocks Saturday **6d 1900**
Travel Life	Hotel Cecil, Strand, W.C. **6d 1897**
Treatment	129 Shaftesbury Avenue, W.C. N 2nd and 4th Thursdays **6d 1897**
True Blue	123 Crown Court **½d 1898**
Truth	10 Carteret Street, S.W. 3 lines 4s, and 1s per line, blocks L Thursday **6d 1877**
Typist and Stenographer	16 York Buildings, Strand **1900**
Union Jack	Harmsworth Buildings, E.C. Friday **½d 1895**
United Service Gazette	245 Dashwood House, E.C. 6s per inch, blocks N Sat **6d 1838**
Universal Provider, Manufacturers' Herald, etc.	68 Farringdon Street, E.C. Thurs **1d 1898**
Universe	Arundel Street, W.C. 40,000 N Sat **1d 1860**
University Correspondent	157 Drury Lane Quarter page 22s 6d N Saturday **1d 1890**
University Extnsn. Lectures	Charterhouse, E.C. Weekly **6d 1896**
Vanity Fair	7 Essex Street, W.C. 7s per inch, blocks C Thurs **6d 1868** See advt page 60
Vegetarian	33 Paternoster Row, E.C. 2s 6d per inch, blocks I Sat **1d 1888**
Veterinary Record	20 Fulham Road, S.W. Quarter page 8s 6d N Saturday **3d 1888**
Volunteer Record	559 Queen Victoria Street, E.C. 3s per inch, blocks N Sat **1d 1884**
Volunteer Service Gazette	121 Fleet Street, E.C. 2s 6d per inch, blocks 5,000 N Friday **4d 1859**
Warehouseman & Draper	148 Aldersgate Street, E.C. 6s 6d per inch, blocks N Saturday **3d 1871**
Wealth	Granville House, Arundel Street, W.C. 9s per inch 50,000 Thurs **1d 1899**
Week End	115 Fleet Street Saturday **1d 1901**
Weekly Budget	Red Lion Court, E.C. 12s 6d per inch, blocks 350,000 N Sat **1d 1861**

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Weekly Dispatch	Tudor Street, E.C. 6s 3d per inch, blocks Nearly 200,000 L Sunday **1d 1801** See advt page 100
Weekly Notes	7 Fleet Street, E.C. 7s 6d per inch, blocks 6,000 N Saturday **6d 1866**
Weekly Register	37 and 39 Essex Street, W.C. 4s per inch, blocks N Saturday **3d 1849**
Weekly Sun	Temple Avenue, E.C. 9s per inch, blocks Ind L Sunday **1d 1891**
Weekly Times and Echo	Clement's Inn Passage, W.C. 8d per line, blocks Dem Sunday **1d 1847**
Week's Survey	313 Strand **1d 1901**
West Africa	Leadenhall House, E C. **6d 1901**
Westminster Budget	Tudor Street, E.C. 7s 6d per inch, blocks L Friday **3d 1893**
West Central Advertiser	19 Cecil Court Saturday **1d 1897**
Wheel and Cycle Trades' Review	25 Farringdon Avenue **1898**
Whitehall Review	15 King William Street, W.C. 8s 6d per inch, blocks C Sat **6d 1876**
Wine and Spirit Gazette (Harper's Weekly)	39 Crutched Friars, E.C. Quarter page 25s, blocks N Saturday **25s per annum 1883**
Woman	10 and 11 Fetter Lane, E.C. One-eighth page 25s, blocks N Wed **1d 1889**
Woman's Agricultural Times	57 Ludgate Hill **1d 1901**
Woman's Life	7-12 Southampton Street, W.C One-sixteenth page 30s, blocks 200,000 N Saturday **1d 1895**
Wonder, The	Harmsworth's Buildings, E.C. 15s per inch, blocks 270,000 N Sat **1d 1892**
Work	Cassell & Co., La Belle Sauvage, E.C. 9s 6d per inch N Saturday **1d 1889**
World, The	9 Fleet Street, E.C. 5s 6d per inch I Wed **6d 1874** See advt page 34
World of Billiards	Hogarth House, E.C. (October to April) **1900**
World's Comic	13 Farringdon Avenue, E.C. 10s 6d per inch N Wednesday **½d 1892**
World's Pulp and Paper Industry	165 Queen Victoria Street, E.C. N Wednesday **5d 1898**
Yachting World	37 Walbrook, E.C. N Thur **3d 1894**
Yachtsman	143 Strand, W.C. Quarter page 30s N Thursday **3d 1891**
Young Ladies' Journal	8 Farringdon Avenue, E.C. 25s per inch, blocks N Wed (also monthly) **1d 1864**

A List of Papers can be selected from this Catalogue to suit any class of business, on application to THOMAS DIXON, 195, Oxford Street, W.

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MONTHLY MAGAZINES, REVIEWS, PERIODICALS, ETC.

Published in London

—except where indicated otherwise—

Though not stated, it may be understood that the following Periodicals accept blocks—with very few exceptions.

A A Notes	56 Great Marlborough Street, W. Half page 50s **3d**
A B C Export Guide	150 Holborn, E.C.
A B C Railway Guide	330 Strand, W.C. Quarter page 21s 1st **6d 1853**
Abstainers' Advocate	33 Paternoster Row, E.C. 25th **1d 1889**
Accountants' Journal	62 Moorgate Street, E.C. 9d per line 15th **9d 1882**
Ad-School & Common Sense	A Practical Advertiser A Monthly Journal devoted to an Era of Better Publicity 195 Oxford Street, London, W., and at Chicago and New York 3/- per line 20th Price **5d 5s per annum 1901** See advt page 125
Advertising World	72 Fleet St, E.C. Illustrated Journal on Advertising Price **6d 1901**
Adviser	7 Paternoster Buildings Monthly **½d** No Adverts
African Times	121 Fleet Street, E.C. 5 lines 4s 1st **5d 1861**
Agricultural Economist	3 Agar Street, Strand Quarter page 40s 1st **6d 1869** See advt page 299
Aldersgate Magazine	(See "Primitive Methodist") See advt page 360
American Historical Review	St. Martin's Street Monthly **1895**
American Society in Europe	289 Regent Street, W. **6d 1891**
Analyst	20 King William Street, W.C. Quarter page 20s 10th **1s 1875**
Anglican Church Magazine	59 Pall Mall Half page 12s 6d 25th **10d 1886**
Angio-American	3 Essex Court, E.C. **4d 1893**
Anglo-Russian	21 Paternoster Sq, E.C. 1st **1d 1897**
Animals	30 Theobald's Road, W C. **1d 1899**
Animals' Guardian	32 Sackville Street, W. **1d**
Animal World	9 Paternoster Row, E.C. 7s per inch 1st **2d 1869**
Animals' Friend	5s per inch 8,500 25th **2d 1894**
Annals and Magazine of Natural History	7½ Red Lion Court, Fleet Street, E C. Half page 12s 6d **2s 6d** (illus) **1838**
Annals of the Propagation of the Faith	28 Orchard St, W. Bi-monthly **1840**

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Annals of Surgery	La Belle Sauvage, E.C. Quarter page 12s 6d **2s** (illus) **1885**
Anti-Cutting Record (Drugs)	2 Stonecutter Street, E.C. Quarter page 32s 9,500 guar 15th **2d 1895**
Anti-Tobacco Journal	20 Paternoster Row, E.C. **1d** Monthly
Antiquary	62 Paternoster Row, E.C. Quarter page 21s 28th **6d 1880**
Architects' Magazine	15 Montague Place, W.C. 80s page **6d 1884** See advt page 297
Architectural Review	Effingham House, Arundel Street, W.C. Quarter page 40s 1st **6d 1896**
Archives of the Roentgen Rays	129 Shaftesbury Avenue, W.C. Monthly **4s 1896**
Arms and Explosives	Arundel Street, W.C. 6s per inch 1st **6d 1892**
Army List	Marshalsea Works, S.E. Half page 20s 8th **1s 6d 1809**
Art Amateur	28 Stean Street, Haggerston Monthly **1s 6d 1879**
Art Journal	294 City Road, E C. Quarter page £4 1st **1s 6d 1839**
Art Record	144 Fleet Street Monthly **4d** See advt page 298
Artillery Royal	15 Montague Place, W.C. See advt page 297
Artist	27 Chancery Lane, W.C. 10s per inch 25th **1s 1880**
Ashore and Afloat	125 Fleet Street 1s 9d per inch (for 12 insertions) 20th **1d 1880**
Associates' Journal	3 Paternoster Buildings, E C. Back page 6 guineas 8,000 25th **1d 1881**
Association News	186 Aldersgate Street, E.C. 1 col 30s (3 to page) 25th **1d 1886**
Assurance Agents' Review	Wolverhampton 5s per inch 15th **2d 1888**
At Home and Abroad	Mission House, Bishopsgate, E.C. 25th **1d 1879**
Atlantic Monthly	22 Bedford Street, Strand, W.C. 25th (simultaneously at Boston, U.S.A.) **1s 1857**
Author	4 Portugal Street, W.C. 4s 6d per inch 5,000 1st **6d 1894**
Automobile Magazine	59 Fleet Street, E.C. **1901**
Automotor and Horseless Vehicle Journal	62 St. Martin's Lane, W.C. 15th **6d 1896**
Automoto Magazine	33 Bedford Street, W.C. **1900**
Ave Maria	28 Orchard Street, W. **1s 1895**
Awake	Salisbury Square, E.C. 45,000 **½d 1891** No ads
Baby	5 Agar Street, Strand, W.C. One-eighth page 15s 25th **4d 1887** See advt page 301

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Badminton Magazine	31 Bedford Street, W.C. One-eighth page 30s 1st **1s 1895** See advt page 306
Baily's Magazine of Sports and Pastimes	9 New Bridge Street, E.C. Quarter page 35s 1st **1s 1860**
Bakers' National Association Review	Birmingham One-eighth page 15s 3,500 15th **1s 1887**
Banner of Faith	21 St. Bride Street, E.C. Page £6 **1d 1880**
Band of Hope Chronicle	60 Old Bailey, E.C. 7s per inch 25th **1d 1878**
Band of Hope Review	9 Paternoster Row **½d** Per page £8
Band of Mercy	9 Paternoster Row **½d**
Banjo World	59 Piccadilly, W. 12,000 1st **3d 1893**
Bankers' Magazine	85-86 London Wall, E.C. Half page 37s 6d 25th **1s 6d 1844**
Baptist Magazine	22 Furnival Street, Holborn Quarter page 12s 6d 25th **6d 1809**
Baptist Messenger	62 Paternoster Row, E.C. Quarter page 12s 6d 25th **1d 1855**
Baptist Missionary Herald	21 St. Bride Street Monthly **1d** £8 page 47,000
Baptist Monthly	17 Paternoster Row, E.C. Quarter page 8s 6d 25,000 25th **1d 1898**
Baptist Visitor	Furnival Street, E.C. Monthly **½d** Half page 50s
Beacon Fire	18 Paternoster Row **1d 1898**
Beekeepers' Record	17 King William Street, W.C. 3s 6d per inch **2d 1882**
Bible Treasury	53 Paternoster Row **1½d 1855**
Bible Woman and Nurses	La Belle Sauvage Quarter page 20s
Bible Christian Magazine	26 Paternoster Row, E.C. Half page 15s **6d 1888**
Bicycling News	Lionel Street, Birmingham 4s 6d per inch 11,000 guar Sub **1876**
Billiard Review	99 Regent Street, W. **6d 1895**
Bill Poster	61 Chancery Lane **2d 1887**
Birmingham Review and Record	Birmingham One-eighth page 10s 9,000 15th **2d 1897**
Black Cat	434 Strand, W.C. 6s 6d per inch 15th **1d 1898**
Blackwood's Edinburgh Magazine	Edinburgh Half page 55s 25th **2s 6d 1817**
Blake's Magazine	68 Putney High Street
Bluejacket and Coastguard Gazette	Rye, Sussex Page £5 20,000 **1d 1883** See advt page 302
Board Teacher	3 Tudor Street, E.C. Page 63s 9,000 guar 1st **4d 1872**
Board of Trade Journal	East Harding Street, E.C. 15th **6d 1886**
Bond Holders' Register	2 Royal Exchange Buildings Bimonthly **6s per annum 1872**

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Bond of Union	Crane Court, E.C. **1d**
Bookman	27 Paternoster Row, E.C. 8s per inch, s c 25th **6d 1891**
Bookseller	12 Warwick Lane, E.C. Half page 36s 10th **6d 1858**
Books for the Bairns	125 Fleet Street **1d**
Book World	25 Newcastle Street, W.C. **1d 1890**
Border Magazine	Glasgow 26th **3d 1896**
Botanical Magazine	6 Henrietta Street, W.C. 8s per inch 1st **3s 6d 1787**
Boyd's Commercial Guide for China	2 Grocers' Hall Court, Poultry, E.C. **6s 3d 1899**
Boys' Brigade Gazette	Glasgow **2d 1889**
Boys' and Girls' Companion	Serjeant's Inn, Fleet Street, E.C. Pages 5 to 8 guineas **1d 1884**
Boys' Own Paper	56 Paternoster Row, E.C. $\frac{1}{16}$ page 30s 25th prev month (also weekly) **6d 1879**
Bradshaw's Continental Railway Guide	59 Fleet Street, E.C. **2s 1847**
Bradshaw's General Railway & Steam Navigatn. Guide	59 Fleet Street, E.C. **6d 1887**
Bradshaw's Railway Guide	59 Fleet Street, E.C. 1st **6d 1839**
Brewer and Wine Merchant	17 Newcastle Street, E.C. **2d**
Brewers' Journal	Eastcheap Buildings, E.C. Half page 55s 15th **2s 1865**
Brewing Trade Review	Trinity Square, Tower Hill, E.C. One-eighth page 12s 6d 1st **20s per annum 1886**
Bric-a-Brac	7 Catherine Street, W.C. **1d 1878**
Brick and Pottery Trade Journal	29 Basinghall Street **1900**
Britannia	Glasgow Page 5 to 10 guineas **6d 1896**
British and Foreign Confectioner and Baker	188 Strand, W.C. One-eighth page 10s 8th **6d 1877**
British Bandsman and Contest Field	12 Norfolk Street, Strand, W.C. Quarter page 20s 5,000 **3d 1887**
British Chess Magazine	Charing Cross Road **9d**
British Clayworker	43 Essex Street, W.C. 15th **8d 1892**
British Colonist	78 Wood Street, E.C. 7th **3d 1895**
British Evangelist	5a Paternoster Row, E.C. Undenom **1d 1868**
British Flag	Strand **1d 1853**
British Food Journal	8 Henrietta Street, W.C. **6d 1899**
British Friend	14 Bishopsgate Street Without, E.C. Quarter page 12s **6d 1842**
British-Indian Commerce	21 St. Helen's Place, E.C. Quarter page 70s 1st **6d 1898**
British Journal of Commerce	9 Carteret Street, Westminster, S.W. 15th **1s 1870**

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British Jrnl. of Dermatology	136 Gower Street, W.C. **1s 1888**
British Journal of Health and Recreation	7 Red Lion Court, E.C. **3d 1901**
British Man	42 Gray's Inn Road, W.C. **1d 1899**
British Manufacturer	117 Cannon Street £4 10s half page **6d 1882**
British Messenger	9 Paternoster Row, E.C. **1d**
British Monthly	27 Paternoster Square **6d**
British Optical Journal	Harp Alley, E.C. 50s half page **6d 1901**
British Physician	10 and 11 Fetter Lane, E.C. 15th **6d 1899**
British Printer	Leicester Half page 70s (Alternate months) **1s 1886**
British Realm	27 Lombard Street, E.C. **6d 1897**
British Sanitarian	**3d 1900**
British and South African Export Gazette	117 and 118 Leadenhall Street, E.C. $\frac{1}{16}$ page 12s 1st Friday of month **6d 1892**
British Trade Journal	24 Mark Lane, E.C. One-eighth page 27s (English Edition) 1st **1s 1862**
British Trade Review	113 Cannon Street, E.C. Nearly 60,000 guar 1st **7s 6d per annum 1893**
British Warehouseman	151 Fleet Street, E.C. One-eighth page 15s 15,000 4th **6d 1887**
British Workman	9 Paternoster Row, E.C. **1d 1855**
Bubbles	158 Aldersgate Street, E.C. Quarter page 40s 26th **6d 1894**
Buffalo World	69 Coleman Street, E.C. **1d 1897**
Building Industries	Glasgow Half page 40s 15th **6d 1889**
Building Societies' Gazette	37 Cursitor Street, E.C. Column 31s 6d 1st **2d 1869**
Bulwark	Glasgow 2s 6d per inch 9,000 guar 1st **1d 1851**
Burgoyne's Export List	16 Coleman Street, E.C. £6 page
Busy Bee Journal	Paul Street, Finsbury **1901**
Butterick's Fashion Guide	Effingham House, Arundel Street, Strand. W.C. $\frac{1}{16}$ page 30s 6d 150,000 guar 15th **1d 1898** See advt page 36
Butterick's Fashions for Young People	Effingham Street £5 page 30,000 **1d** See advt page 36
Buyers' Economist	143 Cannon Street, E.C. Quarter page 25s 5,000 5th **5s per annum 1869**
Cabinet Maker	11 Finsbury Square, E.C. One-eighth page 17s 6d 53,000 yearly 1st **6d 1880**
Cactus Journal	4 Ave Maria Lane, E.C. **6d 1898**
Camera	17 Farringdon Street, E.C. **1d 1886**
Canadian Review	65 New Broad Street, E.C. Sat **6d 1899**

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Captain	7-12 Southampton Street, W.C. $\frac{1}{16}$ page 30s **6d 1899**
Carriage Builders' Journal	16 Eldon Street, E.C. **1s 1898**
Cassell's Dictionary of Gardening	La Belle Sauvage **7d**
Cassell's Magazine	La Belle Sauvage, E.C. One-eighth page 72s 6d 25th **6d 1858**
Cassell's Railway Time Tables	La Belle Sauvage, E.C. 1st **4d 1864**
Cassier's Magazine	33 Bedford Street, Strand, W.C. (Engineering) 5th **1s** (Illustrated) **1894**
Caterer	59 and 60 Chancery Lane, W.C. Quarter page 30s 15th **6d 1878**
Catholic Book Notes	22 Paternoster Row 4,000 **1d 1896**
Catholic Fireside	169 Fleet Street, E.C. 5s per inch 1st **1s 1879**
Caxton Magazine	28 Abchurch Lane Half page £4 **1s 1901**
Celtic Monthly	Glasgow 24th **3d 1892**
Central Africa	Camberwell, S.E. Quarter page 10s 6d 11,000 **1d 1883**
Century Magazine	St. Martin's Street, W.C. One-eighth page 25s 25th **1870**
Chamber of Commerce Journal	1 Lombard Court, Lombard Street, E.C. Quarter page 40s 5,000 guaranteed 3rd and 5th Wednesday of month **1882 10s annually**
Chambers's Journal	81 Cannon Street, E.C. One-eighth page 48s **8d 1832**
Charing Cross Magazine	5 Henrietta Street, W.C. **3d 1900**
Charity Organization Review	38 Paternoster Row, E.C. Quarter page 10s 6d **6d 1884**
Chart and Compass	Sailors' Institute, Shadwell, E. Quarter page 10s 6d 5,000 25th **2d 1878**
Chatterbox	Bouverie House, Salisbury Square, E.C. 2nd and 3rd pages of cover, one-eighth 50s 25th **3d 1886**
Chemists' Assistant	90 and 91 Queen Street, E.C. Quarter page once 30s, 12 insertions at 20s 1st **2d 1900**
Childhood	39 Warwick Lane, E.C. **½d**
Children's Dress Maker	(Leach's), 115 Fleet Street, E.C. **1d**
Children's Friend	9 Paternoster Row, E.C. One-eighth page 35s 1st **1d 1861**
Children's Garden	12 Hilldrop Crescent, N **½d**
Children's Messenger	111 Fleet St, E.C. Quarter page 25s 30,000 guaranteed 1st **½d 1857**
Children's Paper	53 Paternoster Row **½d 1855**
Children's Record of the Free Church of Scotland	Edinburgh 10s per inch 66,000 guar 1st **½d 1850**

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Children's World	C.M.S., Salisbury Square, E.C. Quarter page 30s 55,000 25th ½d **1891**
Child's Companion	56 Paternoster Row, E.C. One-sixteenth p. at 15s 9d (for 6 insertions) 20th **1d 1824**
Child's Own Magazine	57 and 59 Ludgate Hill, E.C. Half page 27s 6d 40,000 1st ½d **1883**
Christian Citizen	62 Paternoster Row, E.C. 3s 6d per inch 1st **1d 1887**
Christian Freeman	Essex Hall, Essex Street **1d 1856**
Christian Irishman	Dublin 25th **1d 1888**
Christian Messenger	48-50 Aldersgate Street, E.C. Quarter page 22s 6d 25th **2d 1865**
Christian Pathway	17 Bouverie Street, E.C. Quarter page 10s 1st **1d 1890**
Christian Progress	118 Newgate Street, E.C. Quarter page 20s 17,000 15th **1d 1876**
Christian Scotsman	Glasgow Quarter page 21s 25th **1d 1892**
Christian Union	Shoe Lane, E.C. **1s 1875**
Christian Words	Sheffield Half page 15s 1st **1d 1861**
Chronicle of London Missionary Society	68 Fleet Street, E.C. One-eighth page 20s 21,000 guaranteed 1st **1d 1836**
Chums	Cassell & Co., La Belle Sauvage, E.C. One-eighth page 30s 25th **6d 1892**
Church and Home	14 Red Lion Court, Fleet Street, E.C. **1d 1890**
Church and Household	51 Old Bailey, E.C. 1st **1d 1892**
Church Intelligencer	14 Buckingham Street, Strand, W.C. 2s 6d per inch 25th **1d 1884**
Church Magazine	Temple Chmbrs, E.C. 150,000 guar **1d**
Church Missionary Gleaner	C.M.S., Salisbury Square, E.C. One-eighth page 30s 35,000 25th **1d 1841**
Church Missionary Intelligencer	Salisbury Square, E.C. One-eighth page 10s 6,500 30th **6d 1849**
Church Monthly	30 and 31 New Bridge Street, E.C. 220,000 25th **1d 1868**
Church and People	1 Ludgate Square, Ludgate Hill, E.C. 14,000 25th **1d 1889**
Church Sunday School Magazine	13 Serjeant's Inn, Fleet St, E.C. Quarter page 17s 6d 25th **4d 1843**
Church Union Gazette	35 Wellington Street, Strand, W.C. Quarter column 15s 1st **1d 1870**
Church Worker	Serjeant's Inn, Fleet Street, E.C. One-eighth page 15s 25th **1d 1882**
Churchman	62 Paternoster Row, E.C. Quarter page 20s (less for series) 1st **8d 1880**
Churchman's Magazine	18 Paternoster Row, E.C. Quarter page 10s 25th **1d 1846**
Cigar and Tobacco World	150 Holborn, E.C. Quarter page 15s (for 12 insertions) 30th **1d 1889**
Cigarette World and Tobacco	Barnes, S.W. 15th **1d 1896**

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Civil Service Magazine	49 Gray's Inn Road **2d 1901**
Classical Review	270 Strand (except January, August and September) **13s 6d per ann 1887**
Clerks' Monthly Gazette	29 Old Queen Street, S.W. **2d 1899**
Club and Institute Journal	Club Union Buildings, Clerkenwell Rd, E.C. 2s per inch 16,000 guar 1st **½d 1875**
Coachbuilders' and Wheelwrights' Art Journal	64 Long Acre, W.C. Half page 75s 25th **25s per annum 1880**
Cold Storage and Ice Trade Review	19 Ludgate Hill Quarter page 17s 6d 15th **4d 1898**
Colliery Manager	32 Bouverie Street, Strand 4s per inch 3rd Friday of mouth **6d 1885**
Coming Events (Astrological)	4 Pilgrim Street, E.C. 30th **4d 1896**
Common Sense & Ad-School	A Practical Business and Advertising Journal A Monthly publication devoted to an Era of Better Publicity 195 Oxford St, London, W., and at Chicago and New York 3/- per line 20th Price **5d 5s per annum 1901** See advt page 125
Commonwealth	144 Fleet Street, E.C. 25th **3d 1895** See advt page 316
Commonwealth Pictorial	28 Martin's Lane, E.C. **6d**
Concord	40 Outer Temple, W.C. 2,500 **1d 1887**
Confectionery	37 and 38 Shoe Lane **6d 1895**
Confectioners', Bakers' and Pastry-cooks' Union	150 Holborn, E.C. Quarter page 27s 6d 15th **5s per annum 1887**
Congregational Magazine	22 Furnival St, Holborn, E.C. Quarter page 30s 15th **1d 1882**
Connoisseur	37 King Street, Covent Garden Whole page £20, per inch 20s 35,000 **1s 1901**
Consul	95 High Holborn
Consular Journal and Greater Britain	21 Bevis Marks, E.C.
Contemporary Review	43 and 43A Fetter Lane. One-eighth page 17s 6d 1st **2s 6d 1865**
Cook's Continental Time Table	Ludgate Circus, E.C. 1st **1s 1873**
Cook's Excursionist	Ludgate Circus, E.C. 1 inch half across page £5 for 12 months 100,000 yearly Irreg **2d 1851**
Cornhill Magazine	15 Waterloo Place, S.W. One-eighth page 18s 1st **1s 1860**
Cosmopolitan	5 Bream's Buildings **8d 1886**
Councils' Journal	East Harding Street Half page 50s
Country Gentleman's Estate Booklet	16 Cockspur Street, W. One-eighth page 15s **2d**
Country Magazine and Agricultural Register	Gunnersbury Lane, W. **3d 1901**
County Courts' Chronicle	Bream's Buildings, Chancery Lane, E.C. 4 lines 3s 6d, and 6d per line after 1st **1s 6d 1846**

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Cowkeeper's & Dairyman's Journal	57 and 58 Chancery Lane, E.C. Quarter page 20s 5,000 10th **3d 1878**
Craftsman (Freemasonry)	Cardiff **3d 1894**
Crampton's Magazine	434 Strand, W.C. Quarter page 25s 1st **6d 1895**
Critique	Pleydell House, Fleet Street, E.C. 1st Saturday **3d 1898**
Crown	1 Elm Court, Temple **1901**
Crystal Stories	27 Ivy Lane, E.C. £15 page **1d 1879**
C. T. C. Gazette	47 Victoria Street, Westminster, S.W. Quarter page 55s 1st (Members only) **1878**
Cusack's Journal	6, White Street, Moorfields 15th **1d 1899**
Cycle Club Magazine	54 Commercial Street, E. Monthly
Cycle Magazine	108 Fleet Street **6d 1895**
Cymru Plant	Carnarvon 12,000 15th **1d 1891**
Dairy, The	144 Fleet Street, E.C. 4s per inch 15th **3d 1889**
Dairy World	Beaufort House, Sardinia Street, W.C. Front cover 4s per inch 16th **1d 1892**
Dairyman, The	17 Newcastle Street, Strand, W.C. Quarter page 20s 16th **3d 1876**
Dairyman's Record	28 Ludgate Hill, E.C. **1d 1899**
Dancing Times	51 Mortimer Street, W. **1d 1894**
Darkness and Light	51 Old Bailey, E.C. **1d 1894**
Dawn of Day	18 Arundel Street **½d**
Day of Days	11 Ludgate Square, E.C. Quarter page 27s 6d 25th **1d 1861**
Decorators' Gazette	19 Ludgate Hill, E.C. Quarter page 22s 6d 1st **6s 6d per annum 1882**
Decorators & Papers. Mag.	46 Cannon Street **6d 1901**
Delineator	Effingham House, Arundel Street, Strand, W.C. Half page £3 15,000 **6d 1873**
Dental Record	6-10 Lexington Street, Golden Square, W. Half page 19s 1st **6d 1881**
Dermatology	136 Gower Street, W. **1s 1886**
Designer, The	Effingham House, Arundel Street, Strand, W.C. One-eighth page 20s 9,500 1st **6d 1900**
Dewdrop	62 Paternoster Row Page 21s **½d**
Diver	11 Dewbury Street, Poplar, E. **½d 1897**
Dock World	St. Bride's Lane **1900**
Doctor, The	18 Catherine Street, W.C. 20th (illustrated) **1893**
Dome	7 Cecil Court, Charing Cross **1s 1897**
Dramatic World	2 Tavistock Street, Charing Cross **1d** (illustrated) **1894**
Draughts World	92 Trongate, Glasgow **3d 1892**

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Dyer and Calico Printer	150 Holborn, E.C. Half page at 51s for 12 insertions 20th **7s 6d per annum 1880**
Dysgedydd	(Instructor) Dolgelly **4d 1820**
Dysgedydd y Plant	(Children's Instructor) Dolgelly **1d 1871**
Early Days	City Road, E.C. **1d**
Earthen Vessel	Racquet Court, E.C. Page £3 3s. **2d**
Ecclesiastical Gazette	64 Victoria Street, S.W. 10s inch **2d 1838**
Edgbastonia	39 Hagley Road, Birmingham Page 42s 3,000 guar 15th **4d 1881**
Educational Record	5 Henrietta Street 6,000 **6d 1848**
Educational Review	2 Exeter Street **4d 1890**
Educational Times & Jrnal. of College of Preceptors	89 Farringdon Street, E.C. One-third page 40s **6d 1847**
Electrical Progress and Monthly Register	110 Cannon Street, E.C. **2s 6d per annum 1897**
Electrotypes	160 Fleet Street, E.C. 15th **2s 6d per annum 1891**
Engineering Index	222-225 Strand, W.C. 15th 1s **1899**
Engineering Magazine	1, 2 and 3 Salisbury Court, Fleet Street, E.C. Quarter page 20s **1s 1897**
Engineering Times	Orchard House, S.W. 15th **6d 1898**
Engineers' Gazette	Sunderland **6d 1886**
English Illustd. Magazine	11 Paternoster Buildings, E.C. Quarter page 60s, blocks 1st **6d 1883** See advt page 321
Entomologist	54 Hatton Garden, E.C. Half page 25s **6d 1841**
Entomologist's Monthly Magazine	1 Paternoster Row, E.C. Quarter page 12s 6d 1,000 **6d 1864**
Evening School Monthly	379 Strand **1d**
Evrgrawn Wesleyaidd (Wesleyan Magazine)	Isfryn, Bangor 1st **4d 1809**
Evangelical Magazine	62 Paternoster Row, E.C. Quarter page 15s **6d 1793**
Evangelist Monthly	23 Old Bailey, E.C. One-eighth page 15s 25,000 25th **1d 1892**
Export	Finsbury Pavement **1s 1898**
Expositor	27 Paternoster Square, E.C. Quarter page 16s **1s 1875**
Expository Times	Edinburgh Half page 47s 6d **6d 1889**
Fabian News	3 Clement's Inn, Strand, W.C. 1,100 1st **1d 1891**
Family Friend	8 and 9 Paternoster Row, E.C One-eighth page 25s **1d 1870**
Fancy Work Basket (Leach's)	115 Fleet Street, E.C. **2d 1885**
Farmers' Herald	Chester Quarter page 15s 15th **1d 1843**
Fashion	4 Argyll Street, Regent Street, W. 15th **6d 1898**

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Fashion Illustrated	115 Fore Street, E.C. **2d** Quarter page 52s 6d
Favourite Magazine	65-71 Pentonville Road, N. 25th **2d 1897**
Favourite Stories	175 Fleet Street **1d 1897**
Feilden's Magazine	Temple Chambers, E.C. 1st **6d 1899**
Finance Examiner	42 Devonport Road, W. **4d 1898** See advt page 327
Finance Leader	42 Devonport Road, W. 6s per inch **4d 1887**
Finance Union	1 St Andrew's Street, Dublin **6d**
Finland	106 Victoria Street, S.W. **3d 1899**
Fire and Water	5 Pilgrim Street, E.C. 5s per inch 2,000 guar 25th **1d 1884**
Fire Call	32 Beech Street **1d**
Fireman	2 Grocers' Hall Court, E.C. Half page 32s 1,750 **3d 1877**
Fireside	11 Ludgate Square, E.C. One-eighth page 17s 6d 25th **6d 1868**
First Aid	88 Clerkenwell Road, E.C. **1d 1894**
Food and Cookery	329 Vauxhall Bridge Road, S.W. One-eighth page 10s 1st **3d 1897**
Food for Faithful	20 Paternoster Square **1d 1898**
Footpath	337 Strand, W.C. **1895**
Footsteps of Truth	48 Paternoster Row, E.C. Quarter page 17s 6d **1d 1888**
Foresters' Miscellany	Deansgate, Manchester. Half page 55s **1d 1886**
Fortnightly Review	11 Henrietta Street, W.C. Half page 55s **2s 6d 1865** (Monthly)
Fox Terriers' Chronicle	77 Fleet Street, E.C. 15th **1s 1883**
Free Church of Scotland Monthly Record	Edinburgh 10s per inch 78,000 guar 1st **1d 1862**
Free Church Chronicle	Memorial Hall, Farringdon Street, E C. **2d 1899**
Free Church Magazine	2 Amen Corner, Paternoster Row, E.C. **1d 1900**
Free Church Messenger	47 Goldhawk Road, Chiswick, W.
Free Churchman	Memorial Hall, Farringdon Street, E.C. 25th **1d 1897**
Free Gospel Magazine	62 Paternoster Row **2d**
Free Russia	337 Strand, W.C. Quarter page 12s 6d **1d 1895**
Free Sunday Advocate and Nat. Sndy. League Record	34 Red Lion Square, High Holborn, W.C. 1st **1d 1869**
Friendly Companion	17 Bouverie Street, E.C. 4s 6d per inch 5,000 guaranteed **1d 1857**
Friendly Leaves	17 Bouverie Street, E.C. One-eighth page 18s 9d 60,000 **1d 1876**
Friendly Visitor	8 and 9 Paternoster Row, E.C. Half page 55s **1d 1887**

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Gaze's Continental Time Tables	68 and 69 Old Bailey Page £21 for 12 months **1s 1851**
Gaze's Guide and Shipping Handbook	68 and 69 Old Bailey, E.C. **1d 1899**
Gaze's Monthly Sailing List	68 and 69 Old Bailey, E C. **1d 1898**
Gaze's Tourist Gazette	68 and 69 Old Bailey, E.C. **2d 1865**
Genealogical Magazine	62 Paternoster Row, E.C. One-eighth page 17s 6d **1s 1897**
Gentleman's Magazine	111 St. Martin's Lane, W.C. **1s 1731**
Geographical Journal	26 and 27 Cockspur Street, S.W. Half page 70s **2s 1893**
Geological Magazine	37 Soho Square, W. Half page 25s 600 **1s 6d 1860**
Girls' Friendly Society Associates	3 Paternoster Buildings, E.C. £6 6s per page **1d**
Girls' Own Paper	56 Paternoster Row, E.C. One-sixteenth page 42s 25th (also weekly) **6d 1880**
Girls' Realm	34 Paternoster Row, E.C. One-eighth page 25s 25,000 15th **8d 1898**
Glasgow Medical Journal	Glasgow Half page 16s 6d **2s** (occasionally illustrated) **1828**
Glass of Fashion	Effingham House, Arundel Street, W.C. Half page 30s 15th **3d 1890**
Golden Rule	Formerly "Silver Link" **1d**
Golden Sunbeams	Northumberland Avenue **1d 1896**
Good Lives	185½ Aldersgate Street, E.C. **1d**
Good News	Stirling **½d**
Good Tidings	4 Wine Office Court, E C. **2d 1885**
Good Templar	Glasgow 25th **1d 1870**
Good Will	3 Paternoster Buildings **1d 1894**
Good Words	19 Laurence Pountney Lane, E.C. One-eighth page £4 50,000 **6d 1860**
Gordon's Regimental Gazette	Aberdeen **1901**
Gospel Advocate	7 Paternoster Buildings, E.C. Half page 25s **2d 1869**
Gospel Banner	Oxford Page 18s **2d 1872**
Gospel Echo	Imperial Buildings **½d 1885**
Gospel Missionary Magazine	4 York Street, W.C. 15,000 **1d 1850**
Gospel Standard	17 Bouverie Street, E.C. 6s per inch **2d 1885**
Grain of Mustard Seed	19 Delahay Street, S.W. **1d 1881**
Greater Britain Messenger	9 Serjeant's Inn, E.C. **1d 1876**
Great Thoughts	4 St. Bride Street **6d**
Great Western Railway Mag. (General Record)	Paddington, W. **1d** (illus) **1886**
Grocers' Assistant	89 Farringdon Street, E.C. Quarter page 18s 10,000 **1d 1899**
Grocers' Monthly	37 and 38 Shoe Lane, E.C. **6d 1897**
Grocery	150 Holborn, E.C. 15th **3s 6d per annum 1899**
Guild	2 Castle Street, City Road, E.C. 7s 6d per inch 25,000 1st **1d 1896**

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Gymnasium	32 Fleet Street, E.C. 1st **1d 1886**
Hand and Heart	11 Ludgate Square, E.C. One-eighth page 12s 6d 25th **1d 1876**
Hardware Metals and Machinery	120 Bishopsgate Street, E.C. $\frac{1}{16}$ page 12 months 100s 16th **6d 1872**
Harmsworth Magazine	Harmsworth Buildings, E.C. 15th **3½d 1898**
Harper's Monthly Magazine	45 Albemarle Street, W. One-eighth page 22s 6d, blocks 28th **1s 1850**
Harrison's Complete Dressmaker	135 Salisbury Square, E.C. **3d 1898**
Hart's Army List	Regent Street, W. **10s 6d**
Hatter's Gazette	19 Ludgate Hill, E.C. Quarter page 22s 6d **6s 6d per annum 1877**
Headley's County Time Tables	14 Bishopsgate Street, E.C. **1d 1886**
Head Teacher	Stationers' Hall Court **1d 1894**
Health and Strength	29 Stonecutter Street, E.C. One-eighth page 25s 50,000 **2d 1901** See advt page 337
Health Messenger	11 Ludgate Hill, E C. Quarter page from 20s 15th **1d 1886**
Helping Words	28 Hutton Street, Fleet Street, E.C $\frac{1}{16}$ page 3s 9d 5,000 15th **1d 1892**
Herald of Health	4 Albany Terrace, N.W. 65s page **2d 1876**
Herald of Peace	47 New Broad Street, E.C. One-eighth page 10s 4,500 guar **1d 1819**
Hire Traders' Record	28 Paternoster Row, E.C. Quarter page 15s 1st **3d 1891**
Home	3 Brushfield Street, E. **1d** (illustrated) As "Householder" **1886**
Home Chimes	27 Ivy Lane, E.C. £8 page **4d 1884**
Home District Military Guide	33 King William Street, E.C. Half page 25s **6d**
Home Friend	9 Paternoster Row, E.C. 20,500 guar **1d 1877**
Home Life	8 Johnson's Court, E.C. **1d 1891**
Home Messenger	Temple House, E.C. Quarter page 27s 6d **1d 1891**
Home Study	Elder House, Camberwell, S.E. **1d**
Home Words	Ludgate Square, E.C. $\frac{1}{16}$ page 21s 180,000 25th **1d 1869**
Homiletic Review	44 Fleet Street, E.C. One-eighth page 10s **12s per annum 1885**
Homœopathic World	12 Warwick Lane, E.C. Quarter page 10s 6d 1st **6d 1886**
Horological Journal	23 Paternoster Row, E.C. 1st **3d 1858**
Hosiery Trade Journal	Leicester 1st **2s 6d per annum 1899**

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Hotel	18 New Bridge Street, E.C. One-eighth page 20s 15th **1s 1892**
Hotel World	Buckingham St, W.C. 15th **1s 1892**
House	11 Finsbury Square, E.C. $\frac{1}{16}$ page 20s 25th **6d 1897**
Household Hints	Gray's Inn Passage, W.C. 54,000 **1d** See advt page 335
Household Words	8 Whitefriars Street, E.C. $\frac{1}{16}$ page 17s 6d 25th (also weekly) **6d 1850**
Humanity	185 Fleet Street, E.C. **1d 1895**
Idler	Effingham House, Arundel Street, Strand, W.C. 36,000 1st **1s 1892**
Illustrated Catholic Missions	19 Henrietta Street, W.C. **3d 1886**
Illustrated Missionary News	10 Paternoster Row, E.C. One-eighth page 10s 1st **1d 1868**
Illustrated Temperance Monthly	7 Paternoster Square, E.C. 7s per inch 25th **1d 1890**
Illustrated Wrexham Argus & North Wales Athlete	Wrexham, Denbighshire 2s 6d per inch 6 insertions, one-eighth page for 3 months 12s 6d **2d 1884**
Illustrator	441 Strand, W.C. 4s per inch 20th **3d 1890**
Illustrograph	Dublin One-eighth page 25s **6d 1894**
Imperial Argus	151 Temple Chambers, E.C. **6d 1901**
Imperial and Colonial Magazine and Review	18 Great Marlborough Street, W.C. **1s 1900**
Imperial Institute Journal	Imperial Institute, S. Kensington, S.W. One-eighth page 27s 6d 1st **6d 1894**
Implement and Machinery Review	28 Budge Row, Cannon Street, E.C. One-eighth page 14s 10th **8d 1875**
Independent Methodist	62 Paternoster Row, E.C. 1st **2d 1867**
Index	99 Strand, W.C. $\frac{1}{16}$ page 12s 6d 15th **6d 1870**
Indian & Eastern Engineer	50 Fenchurch Street, E.C. 3,000 guar **20s per annum 1866**
Indian Magazine & Review	121 Fleet Street, E.C. 1st **3d 1871**
India's Women and China's Daughters	68 Fleet Street, E.C. Quarter page 15s 6,000 25th **1d 1881**
Infants' Magazine	9 Paternoster Row, E.C. One-eighth page 15s 25th **1d 1865**
Ingeniero Espanol Y Gaceta Sud Americana	50 Fenchurch Street, E.C. 3,000 guar **6s per annum 1885**
Insurance Agent & Review	6 Farringdon Avenue, E.C. One-eighth page 16s 1st **2d 1866**
Insurance, Banking and Financial Review	35 Queen Victoria Street, E.C. Quarter page 25s 1st **3d 1881**
Insurance and Financial Gazette	Belfast 1st **6d 1879**
Insurance Gazette	11 Queen Victoria Street, E.C. Quarter page 26s 18th **2d 1856**

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Insurance Guardian	4 Ave Maria Lane, E.C. $\frac{1}{16}$ page 10s 6d 1st **1d 1867**
Insurance Indicator	Bishopsgate, E.C. **4d 1898**
Insurance Journal	47 Fleet Street, E.C. One-eighth page 27s 6d 15th **4d 1878** See advt page 339
Insurance Leader	42 Devonport Road, W. 15th **4d 1886** See advt page 340
Insurance World	287 Dashwood House 15th **4d 1875**
International Art Notes	7 Pall Mall, S.W. **1900**
International Broker	11 Southampton Row, W.C. **2s per annum 1898**
International Monthly	St. Martin's Street, W.C. **1s 1890**
International Sugar Journal	Altrincham Quarter page 16s 6d 1st **1s 1899**
Inventors' Review	99 Cannon St, E.C. 4,000 **3d 1889**
Investors' Monthly Manual	340 Strand, W.C. **1s 1864**
Irish Church News	Belfast Quarter page 10s 5,000 15th **1d 1891**
Irish Congregational Mag.	Belfast Half page 9s 6d **1d 1869**
Irish Ecclesiastical Record	Dublin **1s 1864**
Irish Leather Trades' Jnl.	6 Swift's Row, Lower Ormond Quay, Dublin **2d 1886**
Irish Monthly	Dublin **5d 1873**
Irish Rosary	Dublin One-eighth page 15s 15,000 Monthly **3d 1897** See advt page 343
Irish Temperance League Journal	Belfast **1d 1853**
Irish Textile Journal	Belfast 15th **10d 1852**
Ironmongers' Chronicle	139 and 140 Fleet Street, E.C. One-eighth page 18s **6d 1892**
Ironmongery	148 Aldersgate Street, E.C. Quarter page 21s 15th **6d 1838**
Islamic World	Liverpool **6d 1894**
Isobel's Dressmaking at Home	Henrietta Street, W.C. 12s 6d per inch **1½d 1894**
Isobel's Home Cookery	Henrietta Street, W.C. **1d 1896**
Israel	80 Chancery Lane, W.C. 10s per inch 16th **2d 1897**
Jewish Herald	2 Ivy Lane, E.C. **1d 1845**
Jewish Missionary Advocate	21 Berners St, W. 4,900 **½d 1846**
Jewish Missionary Intelligence	21 Berners St, W. 9,600 **1d 1835**
Jose Lille's Juvenile Dressmaker	83 Farringdon Street, E.C. 12s 6d per inch wide col. 100,000 Last Tues of month **1½d 1895**
Jose Lille's Practical Fashions	83 Farringdon Street, E.C. 3rd Wed **1½d 1898**
Journal of Acetylene Gas (Lighting and Carbide)	Manchester, and Bolt Court, Fleet St, E.C. 25th **6d 1897**
Journal of Botany	54 Hatton Garden, E.C. 400 Quarter page 12s 6d **1s 8d 1863**

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Journal of Decorative Art	Manchester One-eighth page 15s 4,000 guaranteed **7d 1881**
Journal of Domestic Appliances	28 Paternoster Row, E.C. One-eighth page 10s 1st **4d 1874**
Journal of Education	3 Broadway, Ludgate Hill, E.C. Quarter page 35s **6d 1869**
Journal of Incandescent Gas Lighting	161 Ramsey Road, E. **1901**
Journal of the Royal Photographic Society	150 Holborn, E.C. Quarter page 30s 31st **1s 1862**
Journal of the Chemical Society	1 Paternoster Row, E.C. 1st **40s per annum 1841**
Journal of the Institute of Electrical Engineers	28 Victoria Street, S.W. Page (6 insertions) £10 **1872**
Journal (Official) of the Royal Artillery	15 Montague Place, W.C. £5 per page **2s 6d 1873** See advt page 297
Journal of the Royal Inst. of British Architects	150 Holborn, E.C. Quarter page 40s 1st and 15th **1s 1834**
Journal of the Royal United Service Institution	Whitehall, S.W. 15th **2s 1831**
Journal of the Society of Architects	St. James's Hall, Piccadilly, W. Quarter page 25s 15th **1s to non-members 1893**
Journal of the Society of Chemical Industry	East Harding Street, E.C. 30th or 31st **30s per annum 1882**
Journal of State Medicine	18 Henrietta Street, W.C. Quarter page 12s 6d 15th **2s 1892**
Journalist & Newspaper Proprietor	Broadway, Ealing Half page 42s **2d**
Junior Photographer	3 Amen Corner, E.C. One-eighth page 10s 8,000 20th **3d 1894**
Juvenile Magazine	48-50 Aldersgate Street, E.C. Quarter page 30s 25th **1d 1878**
Juvenile Missionary Herald	22 Furnival Street, E.C. Quarter cover-page 30s 30,000 25th **½d 1845**
Kensington	Stationers' Hall Court, E.C. **1901**
Keystone	21 Laura Street, E. **1901**
King's Highway	8 Paternoster Row, E.C. **1d 1872**
Knowledge	44 Southampton Buildings, Chancery Lane, W.C. 5s per inch 1st **6d 1881**
£ s. d.	Dublin 15th **3d 1897**
Labour Co-Partnership	15 Southampton Row, W.C. Column £2 **1d 1894**
Labour Gazette	Temple House, Temple Avenue, E.C. $\frac{1}{16}$ page 30s 40,000 15th **1d 1893**
Ladies' Cutter	51 Old Bailey, E.C. **1s 1900**
Ladies' Tailor	93, 94 Drury Lane, W.C. Quarter page 20s 1st **1s 1887**
Lady's Herald	Dublin 5s per inch d.c. 15,000 1st **1d 1895**

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Lady's Magazine	Henrietta Street, W.C. One-eighth page £3 **6d** **1901** See advt page 2
Lady's Realm	35 Paternoster Row, E.C. 1st **6d** **1896** See advt page 386
Lady's World	6 Essex Street, W.C. One-eighth page £3 10s 5°/₀ series 150,000 10th **3d** **1898** See advt page 48
La Grande Revue	Fetter Lane, E.C. **2s 6d**
Lamp	24 Bouverie Street, E.C. One-eighth page 10s 6d 5th **6d** (also weekly **1d**) **1830**
Land Magazine	149 Strand, W.C. 10th **1s** **1897**
Latest Paris Fashions	13 Bedford Street, W.C. One-eighth page 20s 20th **1s** **1897**
Laundry Record	150 Holborn, E.C. One-eighth page 10s 6d 1st **4d** **1891**
Laundry News	39 and 40 Shoe Lane, E.C. One-eighth page 15s 1st **3d** **1884**
Law Journal Reports	119 and 120 Chancery Lane. W.C. Quarter page 16s 6d 1st **64s per annum** **1822**
Law Notes	25 and 26 Chancery Lane, W.C. 7s 6d per inch 1st **6d** **1882**
Law Reports	27 Fleet Street, E.C. Half page 30s 6,000 1st **84s per annum** **1866**
Law Student's Journal	23 Furnival Street, E.C. One-eighth page 16s 1st **6d** **1879**
Leicestershire Sunday School Union Journal	Leicester Quarter page 6s 4,000 1st **Gratis** **1887**
Le Journal des Modes (Schild's)	142 Long Acre, W.C. 18th **1s 6d** **1868** See Madame Schild's Monthly Journal
Leach's Children's Dressmaker	115 Fleet Street, E.C One-eighth page 32s 6d 89,000 10th **1d** **1880**
Leach's Ladies' Work	115 Fleet Street, E.C. One-eighth page 20s, 6 insertions 25th **1d** (illustrated) **1892**
Leach's Practical Family Dressmaker	115 Fleet Street, E.C. One-eighth page 32s 6d 85,000 18th **2d** **1878**
Leisure Hour	56 Paternoster Row, E.C. $\frac{1}{16}$ page at 13s 6d for 6 insertions 25th prev month **6d** **1852**
Liberal Magazine	42 Parliament Street, S.W. 9th **6d** **1893**
Liberty Review	17 Johnson's Court, Fleet Street, E.C. Quarter page 32s 6d 15th **6d** **1892**
Library Association Record	Temple Avenue, E.C. **1s** **1899**
Library World	Queen Victoria St, E.C. 1st **6d** **1898**
Life and Beauty	7 Imperial Arcade, E.C. **1d** **1900**
Life and Work	Edinburgh $\frac{1}{16}$ page 21s 104,000 1st **1d** **1879**

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Light and Heat	49 Victoria Street, S.W. 1st of month **6d 1902**
Light and Love	111 Fleet Street, E.C. $\frac{1}{16}$ page 10s 25th **1d 1881**
Literary Guide	17 Johnson's Court, Fleet Street, E.C. 7s 6d per inch **2d 1886**
Little Folks	Cassell's Ltd., La Belle Sauvage, E.C. One-eighth page 60s 25th **6d 1874**
Liadmerydd, Y (Expositor)	Dolgelly 5s per inch 15th **2d 1878**
Llusern, Y (The Lantern)	New Harbour, Carnarvon 25th **1d 1883**
Local Preachers' Magazine	Temple Avenue, E.C. 5,500 **1d 1851**
Locomotive Engineering	9 South Place, Finsbury, E.C. 15th **10d 1887**
Locomotive Magazine	Charing Cross Road, W.C. 21,000 guar 25th **2d 1896**
London and Paris Fashions	Stationers' Hall Court, E.C. **1s 1822**
London and Paris Ladies' Magazine	Stationers' Hall Court, E.C. **1s**
London Art Fashion Journal	93 and 94 Drury Lane, W.C. 25th **1s 1866**
L. C. C. Staff Gazette	Spring Gardens **2d 1900**
London Hospital Gazette	30 Holborn, W.C. **6d 1893**
London Journal	13 Fetter Lane, E.C. **4d 1819**
London Journal Supplement	12 Fetter Lane, E.C. 6s per inch 30,000 guar 20th **1d 1879**
London Mining Gazette	64 Gresham Street, E.C. 5,000 guar 31st **6d 1899**
London Philatelist	Effingham House, Arundel Street, W.C. 25th **6d 1892**
London and Provincial Music Trades Review	1 Racquet Court, Fleet Street, E.C. 3s 6d per inch 15th **4d 1877**
London Pupil Teachers' Association Record	14 Bishopsgate Street Without, E.C. **1d 1896**
London Scottish Regimental Gazette	Buckingham Gate, S.W. **4d 1895**
London, Seaside & Country	57 Ludgate Hill, E.C. **1901**
London Society	31 Museum Street, W.C. Half page 63s **1s 1861**
London Tailor (also weekly)	51 Old Bailey, E.C. 1st **1s 1876**
London Temperance Times	Westminster **1d** 1892
Longmans' Magazine	39 Paternoster Row, E.C. One-eighth page 16s 1st **6d 1882**
Lore	Guildhall, E.C. **1d 1898**
Ludgate, The	18 Cockspur Street, S.W. Quarter page at 70s each (for six inserts) 25th **6d 1890**
Machinery & Engineering Materials Gazette	Queen Victoria Street, E.C. 5,000 guar 5s inch **1d 1879**
Machinery Market and Exporter	146A Queen Victoria Street, E.C. One-eighth page 15s 1st **6d 1879**

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Macmillan's Magazine	St. Martin's Street, W.C. One-eighth page 16s 6d 1st **1s 1859**
Madame Schild's Monthly Journal	142 Long Acre, W.C. $\frac{1}{16}$ page at 37s 6d each for 6 inserts (including series of 4) 20th **3d 1879**
Magazine of Art	Cassell's, Ltd., La Belle Sauvage, E.C. One-eighth page 30s 25th **1s 4d 1878**
Magazine of Fiction	15 St. Bride Street, E.C. One-eighth page 20s 25th **3d 1877**
Marine Engineer	3 Amen Corner, E.C. 5s per inch 7,000 1st **6d 1879**
Mariner and Engineering Record	Effingham House, Arundel Street, W.C. $\frac{1}{16}$ page 10s 15th **6d 1889**
Masonic Journal	10 Chicago Buildings, Liverpool 1st **2d 1897**
Masonic Record and Lodge Gazette	Henrietta Street, W.C. **2d 1900**
Master Builders' Association Journal	84 Leadenhall Street, E.C. 1st **1896**
Matrimonial Post & Fashionable Marriage Advertiser	Charing Cross, W.C. **3d 1882** See advt page 356
Medical Chronicle	Manchester Half page 15s 6th **18s per annum 1884**
Medical Magazine	62 King William Street, E.C. 15th **1s 1891**
Medical Review	Norfolk Street, W.C. 15th **1s 6d 1898**
Medical Temperance Review	Carlton House, Enfield Half page 15s 1,500 guar **2d 1897**
Mediterranean	Hatton House, Charles Street, E.C. 1st (Nov. to April) **1d 1881** See advt page 370
Melia's Magazine	Commercial St, E. Quarter page 50s 50,000 1st **Gratis 1887**
Mercantile Guardian	21 St. Helen's Place, E.C. 3,500 guar 15th **21s per annum 1885**
Merchant and Shipper	3 Chancery Lane, W.C. **1900**
Messenger for the Children	(Presbyterian) 14 Paternoster Square, E.C. Quarter page 25s 23,000 **½d 1880**
Methodist Evangelist	125 Fleet Street, E.C. Quarter page 15s 1st **1d 1885**
Methodist Monthly	119 Salisbury Square, E.C. 5s per inch 16,000 25th **3d 1892** See advt page 330
Methodist New Connexion Magazine	30 Furnival Street, E.C. Quarter page 10s 1st **3d 1798**
Methodist Temperance Magazine	2 Castle Street, E.C. One-eighth page 8s 1st **1d 1884**
Methodist Welcome	26 Paternoster Row **1d 1901**
Millinery Record	Temple Avenue 1st **1s 1896**

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Mineral Water Trades' Jnl.	Rideer Place, Southwark, S.E. Quarter page 14s 30,000 17th **1s 1888**
Mineral Water Trades' Review and Guardian	165 Queen Victoria Street, E.C. Quarter page 20s 30,000 18th **6s per annum 1873**
Mining Engineering	51 Old Bailey, E.C. 1st **3d 1896**
Ministers' Gazette of Fashion	46 Great Marlborough Street, W. Quarter page 25s 1st **2s 1846**
Minstrel	115 Fleet Street, E.C. 5s per inch 1st 3,000 **6d 1891**
Misericordia	26 Brook St, W. For Nurses **2d 1888**
Mission Field	4 York Street, Covent Garden, W.C. One-eighth page 15s 25th **2d 1856**
Mission World	Paternoster, Row E.C. **3d**
Missionary Echo	119 Salisbury Square, E.C. 25th **1d 1894** See advt page 330
Missionary Review of the World	44 Fleet Street, E.C. 25th **12s per annum** 10,500 guar **1878**
Missions of the World	14 Paternoster Square, E.C. 15th **3d 1894**
Model Engineer and Amateur Electrician	6 Farringdon Avenue, E.C. 5s per inch 20,000 guar **2d 1898**
Modern Astrology	Lyncroft Gardens, West Hampstead, N.W. 2s 6d per inch, s c 2,000 1st **6d 1890**
Modern Medicine	89 Queen Street, E.C. 1s 6d per inch **1d**
Month	34 Norfolk Street, W.C. One-eighth page 15s 1st **1s 1864**
Monthly Guide to Periodical Literature	5 Henrietta Street, W.C. **4d 1900**
Monthly Homœopathic Review	59 Moorgate Street, E.C. Quarter page 10s 6d 1st **1s 1856**
Monthly Journal of the Incorporated Society of Musicians	49 Friar Gate, Derby 1st **6d 1889**
Monthly Magazine of Fiction	23 Henrietta St, W.C. **3d 1885**
Monthly Magazine of Pharmacy	12 and 16 Coleman Street, E.C. One-eighth page 10s 1st **6d 1876**
Monthly Messenger (Presbyterian)	14 Paternoster Square, E.C. Quarter page 25s 25,000 25th **1d 1875**
Monthly Musical Record	199 Regent Street, W. Quarter page 25s **2d 1871**
Monthly Review	50A Albemarle Street, W. **2s 6d 1900**
Morning Rays	42 Hanover Street, Edinburgh One-eighth page 15s 55,000 ½d **1885**
Morning Star	8 and 9 Paternoster Row, E.C. 5s 6d per inch, s c 25th **1d 1893**
Morriss's Trade Journal	57-59 Ludgate Hill, E.C. Quarter page 22s 6d for 6 insertions 15th **6d 1881**
Mothers' Help and Little Dress Maker (Schild's)	142 Long Acre, W.C. 25,000 8th **1d 1887** See Madame Schild's Monthly Journal

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Mothers' Treasury	295 Strand, W.C. 20th **1d** **1862**
Motor Car World	19 Queen Street, Glasgow **3d** **1899**
Motor Mart	108 Euston Road, N.W. 2,000 **2d**
Munsey's Magazine	Temple House **6d**
Music Trade Review	1 Racquet Court, Fleet Street, E.C. 15th **4d** **1877**
Musical Age	54 Queen Street, Glasgow **2d** **1898**
Musical Budget	22 Paternoster Row, E.C. One-eighth page 30s 60,000 **1d** (Dec. **2d**) **1876**
Musical Herald	24 Berners St, W 10,000 **2d** **1851**
Musical Opinion and Music Trade Review	Shoe Lane, E.C. 4s 6d per inch **2d** **1877**
Musical Times	1 Berners Street, W. 1st **4d** **1844**
Myra's Journal	10 and 11 Fetter Lane, E.C. 10s per inch 15th **3d** **1875**
My Little Friend	20 Paternoster Square, E.C. ½d
National Church	Dean's Yard, Westminster, S.W. One-eighth page 16s 15th **1d** **1872**
National Home Reading Union Magazine	Surrey House, W.C. **6d** **1890**
National Review	37 Bedford Street, W.C. Quarter page 27s 6d **2s 6d** **1888**
National Temperance Mirror	33 Paternoster Row, E.C. Half page 10s **1d** **1880**
Naturalist	259 Hyde Park Road, Leeds **6d** **1833**
Naturalist's Journal	62 Paternoster Row, E.C. **2d** **1892**
Nature Notes	62 Paternoster Row, E.C. **2d** **1889**
Nautical Magazine	54 Gracechurch St, E.C. Quarter page (for 6 inserts) at 15s each 15th **1s** **1832**
Naval and Military Review	Arundel Street, Strand, W.C. £8 8s page **1d** **1900**
Navy League Journal	13 Victoria Street, Westminster, S.W. 8,000 **2d** **1895**
Navy List	East Harding Street, E.C. **3s** **1815**
New Century Review	6 Chandos Street, Strand, W.C. One-eighth page 10s 25th **1s** **1896**
New Church Magazine	1 Bloomsbury Street, W.C. Half page 7s **6d** **1812**
New Liberal Review	Harmsworth Buildings, E.C. **1s**
Nineteenth Century	St. Dunstan's House, Fetter Lane, E.C. One-eighth page 22s 6d **2s 6d** **1877**
Nonpariel	70 Imperial Buildings, E.C.
Notes and Gold	79A Gracechurch St, E.C. **4d** **1897**
Notes on Scripture Lessons	57 Ludgate Hill, E.C. One-eighth page 25s 10th **1d** **1886**
Nurses' Journal	30 Holborn, E.C. **2d** **1891**
Nursing Notes	12 Buckingham Street, W.C. One-fifth page 10s 1st **2d** **1887**
Observatory	7A Red Lion Court, E.C. One-eighth page 5s **1s** **1877**

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Official Hotel Directory of the British Isles	16 Buckingham Street, Strand, W.C Quarter page 20s **1s 1892**
Official Irish Travelling Guide	Dublin **3d 1856**
Oil & Colourman's Journal	19 Ludgate Hill, E.C. One-eighth page 10s **7s 6d per annum 1880**
Oils, Colours & Drysalteries	47 Shoe Lane, E.C. Quarter page 25s 15th **Sub 1893**
On and Off Duty	1A Adelphi Terrace, W.C. One-eighth page 10s 6d 18,000 guar **1d 1883**
On the Line	Westminster, S.W. Quarter page 20s ½d **1882**
On the Road	40 Chariot Street, Hull Quarter page 25s 1st Friday **2d 1883**
One and All	14 Bishopsgate Street Without, E.C. One-eighth page at 5s (for 6 inserts) 10,000 25th **1d 1891**
On Watch	Fetter Lane, E.C. **1d 1895**
Onward (Temperance Paper)	Manchester Quarter page from 12s 6d 24th **1d 1865**
Onward and Upward	Aberdeen **1d** (illustrated) **1890** (For Mothers and Girls)
Open Court	Paternoster House, Charing Cross Road, W.C. **6d**
Ophthalmic Review	7 Great Marlborough Street, W. Half page 25s **1s 1881**
Optical Magic Lantern Journal	18 Carthusian Street, E.C. Quarter page 15s 5,000 **2d 1899**
Orchestral Association Gazette	188 Strand, W. **2d 1901**
Orchestral Times	188 Strand, W.C. **2d 1901**
Orchid Review	Keswick House, Paternoster Row, E.C. **1s 1893**
Organist and Choirmaster	9 Berners Street, W. 5s per inch 3,500 15th **3d 1893**
Our Boys and Girls	2 Ludgate Circus Buildings, E.C. ½d
Our Celebrities	St. Dunstan's House, Fetter Lane, E.C. **2s 6d**
Our Darlings	48 Paternoster Row, E.C. One-sixteenth page 12s 6d **2d 1868**
Our Flag	8 King Street, E.C. **3d 1901**
Our Little Dots	56 Paternoster Row, E.C. One-sixteenth page 15s 9d for six insertions **1d 1887**
Our Own Gazette (Organ of the Y.W.C.A.)	9 Paternoster Row, E.C. $\frac{1}{16}$ page 45s 85,000 **1d 1881**
Our Paper	Westminster 20s page ½d
Our Western Empire	1 Lombard Court, E.C. **6d 1901**
Our Work at Home and Abroad	6 Paternoster Row, E.C. $\frac{1}{16}$ page 15s 10th **1d 1878**
Out and Out	8A Paternoster Row, E.C. $\frac{1}{16}$ page 8s 25,000 15th **1d 1888**

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Outing	5 Bream's Buildings, W.C. **7½d 1887**
Pall Mall Magazine	18 Charing Cross Road, W.C. One-eighth page 30s 18th **1s 1893**
Paper Box and Bagmaker and Bookbinders' Journal	47 Cannon Street, E.C. 27th **6d 1897**
Paper Maker and British Paper Trade Journal	47 Cannon Street, E.C. One-third page 40s **1s 1891**
Paper Makers' Circular	160A Fleet Street, E.C. One-eighth page 10s 10th **6d 1861**
Paper Makers' Monthly Jnl.	47 St. Mary Axe, E.C. Half page 25s 15th **6d 1868**
Paper Making	5 Ludgate Circus Buildings, E.C. Quarter page £7 10s per annum **20s per annum 1881**
Parents' Review	65A Oxford Street, W. **6d 1890**
Paris Magazine	12 Burleigh Street, W.C. **6d 1898**
Passionist Record	St. Joseph's Retreat, Highgate, N. Sun **2d 1894**
Patents	23 Coleman Street, E.C. **3d**
Pearson's Magazine	Henrietta Street, W.C. $\frac{1}{16}$ page 55s 200,000 **6d 1896** See advt page 2
Philanthropist	3 Chichester Rents, Chancery Lane, W.C. Quarter page 21s **6d 1881** See advt page 360
Philatelic Journal of Great Britain	202 High Holborn, W.C. 3,000 10th **6d 1890**
Philatelic Monthly Referee	26 Beulah Hill, Upper Norwood, S.E. **1901**
Philatelic Record	1 Amen Corner, E.C. 25th **6d 1879**
Philosophical Magazine	7A Red Lion Court, E.C. Page 25s **2s 6d 1798**
Phonographer	Elgin and 2 Rokeby Road, Brockley, S.E. One-eighth page 5s 1st **3d 1894**
Photogram	6 Farringdon Avenue, E.C. One-eighth page 13s 4d 9,000 25th **3d 1894**
Photographic Dealer	15 Hark Alley, Farringdon Street, E.C. One-eighth page 13s 6d 15th **3d 1896**
Photographic Journal	150 Holborn, W.C. **1s 1853**
Photo Miniature	6 Farringdon Avenue, E.C. **6d 1899**
Phrenological Journal and Science of Health	7 Imperial Arcade, Ludgate Circus, E.C. One-eighth page 13s 6d 15th **6d 1880**
Physical Culture	110 Strand, W.C. **2d 1901**
Piano, Organ and Music Trades Journal	164 Aldersgate Street, E.C. One-eighth page 10s **6d 1885**
Piccadilly Magazine	99 Strand, W.C. $\frac{1}{16}$ page 20s **6d 1899**
Pictorial Comedy	Red Lion House, Red Lion Court, E.C. 20th **1s 1899**
Picture Politics	Tudor Street, E.C. $\frac{1}{16}$ page 40s 17th **1d 1894**

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Picture Post Card	101 Fleet Street, E.C. **1d 1900**
Playgoer	6 Farringdon Avenue, E.C. **6d 1901**
Playgoers' Magazine	7 Red Lion Court, E.C. **6d 1898**
Playtime (In Brail)	33 Cambridge Square, W.C. **9s per annum 1901**
Playtime	5 Agar Street, Strand, W.C. **1d 1901** See advt page 301
Plumber and Decorator	46 Cannon Street, E.C. One-sixth page 21s **6d 1879**
Polo at Home and Abroad	13 New Bond Street, W. **1901**
P. O. P. (Points on People)	149 Fleet Street **1d 1901** See advt page 359
Popular Phrenologist	64 Chancery Lane, E.C. **1d 1864**
Positivist Review	83 Charing Cross Rd, W.C. **3d 1893**
Poster	310 Strand, E.C. **6d 1898**
Pottery Gazette	19 Ludgate Hill, E.C. One-eighth page 10s **8d 1878**
Poultry Journal	4 Ave Maria Lane, E.C. Quarter page 10s 7,500 **2d 1886**
Practical Confectioner and Baker	55 Chancery Lane, E.C. One-eighth page 11s 6d 4,000 15th **4d 1884**
Practical Photographer	3 Amen Corner, E.C. One-eighth page 10s **6d 1890**
Practical and Junior Photographer	Bradford **3d 1894**
Practical Teacher	35 and 36 Paternoster Row, E.C. One-eighth page 13s 6d **6d 1881**
Practical Teachers' Art Monthly	35 and 36 Paternoster Row, E.C. One-eighth page 16s 26th **2d 1898**
Practitioner	Cassell's Ltd., 15 La Belle Sauvage, E.C. One-eighth page 6s 25th **2s 1868**
Precentor	3 St. Bride Street, E.C. **3d 1901**
Present Day Papers	14 Bishopsgate Street, E.C. **6d**
Press, The	139 and 140 Fleet Street, E.C. One-eighth page 15s 15th **6d 1899**
Press News	Bear Alley, E.C. Quarter page 12s 6d **2d 1866**
Preston Monthly Circular	Fulwood, Preston **½d 1895** See advt page 361
Primitive Methodist Mag.	48 and 50 Aldersgate Street, E.C. One-eighth page 15s **6d 1819** See advt page 360
Primrose League Gazette	64 Victoria Street, S.W. 4s 6d per inch for 6 insertions **3d 1887**
Printers' Engineer	31 Bouverie Street, E.C. Quarter page 31s 6d 10,500 **Gratis 1895**
Printers', Bookbinders', etc., Sales and Wants Advertiser	Bear Alley, Farringdon Street, E.C. 5s per inch 8,500 guar 15th **1d 1887**
Printers' Register	62 Fleet Street, E.C. One-eighth page 10s 5,000 6th **3d 1863**

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Printing and Allied Trades	47 Cannon Street, E.C. Quarter page 25s 25th **6d 1895**
Printing World	St. Bride's House, Dean Street, Fetter Lane, E.C. One-eighth page 11s 6d **6d 1891**
Prize Reciter	28 Hutton Street, E.C. **1d**
Process Photogram and Illustrator	6 Farringdon Avenue, E.C. Quarter page (2in by 5in) 11s 25th prev **6d 1895**
Produce World	Bouverie House, Salisbury Square, E.C. Quarter page 25s 1st Fri in month **6d 1895**
Property Gazeteer	1 Mitre Court, E.C **3d 1899**
Prophetic News	Tudor Street, E.C. Quarter page 15s **1d**
Protestant Alliance	430 Strand **1d 1853**
Protestant Observer	48 Paternoster Row, E.C. **1d 1888**
Provisions Trade Gazette and Grocers' Magazine	115 Fleet Street, E.C. **6d 1891**
Public Health	129 Shaftesbury Avenue, W.C. Quarter page 25s 10th **1s 1888**
P.S.A. Leader and Gazette	125 Fleet Street, E.C. **1d 1893**
"Psyche" (Psychology)	26 Paternoster Square, E.C. 20s per page (8vo) 1st **1s 6d per annum 1899**
Public School Magazine	4 Soho Square, E.C. One-eighth page 15s 26th prev **6d 1897**
Pyrenean, Iberian, and Algerian	Hatton House, Charles Street, E.C. Winter fortnightly Summer monthly 1st **2d 1881** See advt page 370
Quarry	49 Essex Street, W.C. 1st **6d 1896**
Quiver	Cassell and Co., Ltd., La Belle Sauvage, E.C. One-eighth page £6 25th **6d 1861**
Railway Analysis	Stationers' Hall Court, E.C. **1s 1881**
Railway Engineer	3 Ludgate Circus, E.C. One eighth page 13s 6d **1s 1880**
Railway Magazine	30A Fetter Lane, E.C. One-eighth page 30s **6d 1897**
Railway Official Gazette	43 Cardington Street, N.W. 1s per inch 15th **1d 1870**
Railway Signal	1 Adam Street, Strand, W.C. One-eighth page 20s 34,000 guar 26th **1d 1882**
Rational Dress Gazette	64 Patshall Road, N.W. 2nd **1d 1899**
Realist	9 Red Lion Court **6d 1897**
Reaper	Glasgow **1d 1881**
Rechabite and Temperance Magazine	Manchester Quarter page 10s 15,000 **1d 1840**
Record of Christian Work	12 Paternoster Buildings, E.C. **6d**
Record of Technical and Secondary Education	St. Martin's Street, W.C. **3d 1897**

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Records (and British Inventions)	8 Bear Street, W.C. **1900**
Recreation	33 Cambridge Square, W. (Brail) **9s per annum 1895**
Reformer	1 Took's Court, Chancery Lane, E.C. ¼ page 10s 6d 15th **6d 1897**
Regions Beyond	8 and 9 Paternoster Row, E.C. One-eighth page 10s 11,000 **2d 1878**
Reporters' Journal	1 Amen Corner, E.C. **4d 1875**
Reporters' Magazine	1 Amen Corner, E.C. Quarter page at 22s 6d (3 insertions) 1st **4d 1880**
Rest and Reaping	12 Paternoster Buildings, E.C. 63s page **1d 1887**
Review of Reviews	Bouverie House, E.C. 1/16 page 40s 15th **6d 1890**
Road, The	17 Queen Victoria St, E C. 1/16 page 10s **6 1 1891**
Royal Magazine	163 Queen Victoria Street, E.C. 1/16 page £3 2s 6d 22nd **4d 1898**
Rural World	110 and 111 Strand, W.C. 3/6 per inch Blocks accepted N **1d 1888** See advt page 364
Ruskin Union Journal	7 Pall Mall, S.W. **1900**
Saddiers, Harness Makers & Carriage Builders' Gazette	46 Cannon Street, E.C. One-eighth page 10s **4s per annum 1871**
Saddlery and Harness	Walsall One-eighth page 10s 50,000 per annum **6d 1891**
St. Andrew's Magazine	Union Street, Barnet **1d 1861**
St. Bartholomew's Hospital Journal	30 Holborn, E.C. **6d**
St. George's Hospital Gazette	30 Holborn, E.C. **1893**
St. Nicholas (for the Young and Old)	St. Martin's Street, W.C. One-eighth page 16s 6d 15th **1s 1872**
St. Thomas's Hospital Gazette	30 Holborn, E.C. **6d 1890**
Sales and Wants Advertiser for Printers, &c.	Bear Alley, E.C. 5s per inch, s c 8,500 guar 15th **1d 1887**
Sanatorium	Great Queen Street, W.C. **1901**
Sandow's Magazine of Physical Culture	46 St. Martin's Lane, W.C. One-eighth page 20s 20,000 **6d 1898** See advt page 367
Sanitary Journal	Glasgow Half page 17s 6d **1s 1894**
Scandinavian	Hatton House, Charles Street, E C. Fortnightly during summer **2d 1881** See advt page 370
Schild's Magazine of Ladies' Fashions	142 Long Acre, W.C. **1d 1881** See Madame Schild's Monthly Journal
Scholars' Own	3 Racquet Court, E.C. **1d**
School Board Gazette	23 Old Bailey, E.C. 15th **1s 1899**
School Days	5 Bridewell Place, E.C. **1d 1891**

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School and Home Magazine	42 Holborn Viaduct, E.C. **1d 1892**
School Monthly	42 Holborn Viaduct, E.C. **1d 1892**
School Music Review	1 Berners Street, W. $\frac{1}{16}$ page 10s **1½d 1892**
School Newspaper	4 Bridewell Place, E.C. One-eighth page 10s 6d 50,000 **1d 1874**
School World	St. Martin's Street, W.C. **6d 1899**
Science Abstracts, Physics & Electrical Engineering	125 Strand, W.C. 1st **2s 1898** See advt page 369
Science Gossip	120 Strand, W.C. Quarter page 26s 25th **6d 1865**
Scots' Pictorial	180 Hope Street, Glasgow $\frac{1}{16}$ page 12s 6d 15th **6d 1897**
Scottish Critic	Glasgow One-eighth page 15s 6,000 1st **3d 1897**
Scottish Endeavour	Glasgow One-eighth page 10s 6d **1d 1896**
Scottish Typographical Circular	Letterpress Printers' Trade Journal, Edinburgh **1d 1857**
Scribner's Magazine	St. Dunstan's House, Fetter Lane, E.C. One-eighth page 22s 6d **1s 1887**
Sculptor	20 Bucklersbury, E.C. **6d 1898**
Searchlight	144 Fleet Street £8 page **6d**
Shield	55 Ellerdale Street, Lewisham, S.E. **1d 1897**
Shoe and Leather Trader	123 Hope Street, Glasgow 3s per inch 1st Thursday **4d 1880**
Shop Assistant	Cardiff One-eighth page 25s 1st **1d 1896**
Shopkeeper and Assistant	9 Garfield Road, Battersea, S.W. **1899**
Shorthand Magazine	1 Amen Corner 2s per inch, s c 5,000 **4d 1866**
Single Tax	13 Dundas Street, Glasgow Quarter page 17s 6d **1d 1894**
Slate Trade Gazette	Hull Bi-monthly **5s per annum 1894**
Smart Set	90 Fleet Street, E.C. **1901**
Slate, The	190 Southampton Buildings, E.C. **1d**
South African Journal of Commerce	3 Chancery Lane, E.C. Bi-monthly **10s per annum 1896**
South African Trade Journal	115 Cannon Street, E.C. **6d 1899**
Smithfields Illustrated	504 Central Market, E.C. **1900**
South Place Magazine	1 and 2 Took's Court, Chancery Lane, W.C. Last Friday **2d 1895**
South Wales Gazette	Newport, Mon. Quarter page 25s 20th **1s 1896**
Sower	7 Paternoster Buildings, E.C. **1d 1862**
Sphinx	4 Pilgrim Street, E.C. **1s 6d**
Spinning Wheel	8s per inch 15th **3d 1893**
Springtime	48-50 Aldersgate Street, E.C. One-eighth page 12s 6d **2d 1886**
Stamp Collector	30 Worsley Road, Leytonstone, E. **1d 1880**

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Stationer and Printer	160A Fleet Street, E.C. One-eighth page 15s 1st **6d 1859**
Stationery Trades' Journal	12 Warwick Lane, E.C. One-eighth page 9s 6d 1st **6d 1880**
Stationery World & Fancy Goods Review	47 Cannon Street, E.C. One-sixth page 17s 6d **6d 1891**
Steamship	Leith 5s per inch **6d 1889**
Stone Trades' Journal	111 Fleet Street, E.C. **5s 6d per ann 6d 1882** See advt page 375
Strad	185 Fleet Street, E.C. 5s per inch **2d 1890**
Strand Magazine	7 and 12 Southampton St, Strand, W.C. $\frac{1}{16}$ page 72s 340,000 guar 22nd **6d 1891** See advt page 26
Studio	5 Henrietta Street, Covent Garden, W.C. 15th **1s 1893**
Success	St. Stephen's Mansions, S.W. **6d 1901** See advt page 377
Success with Flowers, Fruit and Vegetables	Hatton House, 51 Great Queen Street, W.C. One-eighth page 20s **1d 1898**
Success with Poultry	Hatton House, 51 Great Queen Street, W.C One-eighth page 17s 6d **1d 1898**
Sunday at Home	56 Paternoster Row, E.C. $\frac{1}{16}$ page 30s 25th prev month **6d 1854**
Sunday Magazine	Laurence Pountney Lane, E.C. One-eighth page £3 3s **6d 1864**
Sunday School Journal	48-50 Aldersgate Street, E.C. One-eighth page 7s 6d **2d 1872**
Sunday School Teacher	57 Ludgate Hill, E.C. One-eighth page 12s 6d **2d 1868**
Sunday Strand	7-12 Southampton St, W.C. $\frac{1}{16}$ page £2 15s 15th **6d 1900**
Sunshine	4 Ludgate Circus, E.C. One-eighth page £2 66,000 guar **1d 1860**
Surrey Magazine	Dulwich, S.E. Page 80s **2d 1899** See advt page 378
Sword and Trowel	3 Paternoster Buildings, E.C. **3d 1865**
Tailor and Cutter	94 Drury Lane, W.C. Half page 45s Monthly **1s** (and weekly)
Tailoring World	17 Great Turnstile, W.C. 10s per inch across page (also weekly) **9d 1883**
Talent	37 Caversham Road, N.W. **3d 1900**
Tea	Leadenhall House, E.C. **6d 1901**
Teachers' Monthly	Birmingham 4s 6d per inch 10,000 1st **1d 1892** See advt page 379
Teachers' Review	Bolton 1st **1d 1898**
Temperance Caterer	61 and 62 Chancery Lane, W.C. One-eighth page 11s for 6 insertions **3d 1876**
Temperance Critic	63 Southampton Row, W.C. **2d 1901**

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Temperance Monthly	7 Paternoster Square, E.C. 7s inch **1d**
Temperance Worker	33 Paternoster Row, E.C. Half page 72s 6d **2d 1873**
Temperance World and Prohibition Herald	337 Strand, W.C. Quarter page 25s **1d 1896**
Temple Bar	St. Martin's Street, W.C. $\frac{1}{16}$ page 16s **1s 1860**
Temple Magazine	125 Fleet Street, E.C. $\frac{1}{16}$ page 20s 40,000 25th **6d 1896**
Textile Industries and Journal of Fabrics	Bradford Quarter page 18s 6d 12th **10d 1880** See advt page 379
Textile Manufacturer	Manchester 8s per inch 15th **1s** (illus) **1874**
Textile Recorder	Manchester 2s per inch 15th **1s 1883**
Textile Trade Review	13 Whitefriars Street, E.C. **7s 6d per annum 1882**
Theosophical Review	3 Langham Place, W. One-eighth page 10s 6d 1,800 15th **1s 1887**
Therapist	1-5 Marylebone Lane, W. One-eighth page 9s 5,000 15th **6d 1891**
Thrush	Bouverie Street, E.C. **4d 1901**
Tobacco	2 Monument Station Buildings, E.C. Quarter page 17s 6d **2d 1881**
Tobacco Trade Review	Eastcheap Buildings, E.C. Quarter page 25s 1st **1d 1868**
Tobacco World	150 Holborn, E.C. **3s 6d per annum** post free **1897**
Toilers of the Deep	181 Queen Victoria Street, E.C. Quarter page 37s 6d 17,000 **3d 1888**
Toynbee Record	Commercial Street, E. 1,000 **1d 1888**
Traction and Transmission	Bedford Street, W.C. **1901**
Trade and Finance	Gracechurch Street, E.C. **4d**
Trade and Industry	15 East Street, Manchester **6d 1867**
Trade Journals' Review	Manchester One-eighth page 35s 15th **6d 1894**
Tramway and Railway World	Norfolk Street, W.C. (formerly Railway World) **1s**
Travel	298 Regent Street One-eighth page at 25s each for 6 insertions **3d 1896**
Treatment	129 Shaftesbury Avenue **9d** post free
Troubadour	3 Rathbone Place **4d 1894**
Trusting and Toiling	Philpot Street, E. **1d 1895**
Truth Seeker	Stonecutter Street **1d 1894**
Twentieth Century Review	435 Strand **2s 6d 1900**
Undertakers' Journal and Monmntl. Masons' Review	Uxbridge Quarter page 25s 1st **6d 1886**
United Empire Magazine	St. Andrew's Hill, S.E. **1901**
United Presbyterian Mag.	College Buildings, Edinburgh **4d 1847**
United Service Magazine	13 Charing Cross, S.W. Quarter page 25s **2s 1829**
Unity	Peckham, S.E. **1d 1899**

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Unity Journal	231 Pentonville Road, N. Quarter page 20s **1d** **1867** See advt page 380
Universal and Ludgate Mag.	See **Ludgate**
University Extensn. Journal	2 Whitehall Gardens, S.W. **3d** **1895**
Up-to-Date Stationery Trades Paper	17 St. Bride Street, W. **1d**
Vahan, The (Theosophical)	19 Avenue Road, Regent's Park, N.W. **2d** **1892**
Vegetarian Messenger and Review	33 Paternoster Row, E.C. Quarter page 8s 3,000 **2d** **1888**
Ventilator	Kingsland Road, N.E. 5,000 **Gratis** **1869**
Veterinarian	22½ Bartholomew Close, E.C. One-eighth page 7s 6d 2,370 **1s 6d** **1828**
Victualling Trades' Review	57 West Nile Street, Glasgow 5s per inch, wide col 5,000 15th **6d** **1887** See advt page 381
Village Searchlight	Sugar Loaf Court, E.C. ½**d** **1897**
Watchmaker, etc.	150 Holborn, E.C. Half page 35s **6d** **1874**
Water	9 Victoria Street, Westminster, S.W. 15th **6d** **1899**
Weldon's Bazaar of Children's Fashions	30 and 31 Southampton Street, W.C. 15th **1d** **1881** See advt page I.
Weldon's Home Dressmaker	30 and 31 Southampton Street, W.C. $\frac{1}{16}$ page 37s 6d 230,000 25th **1d** **1895** See advt page I.
Weldon's Home Milliner	$\frac{1}{16}$ page 31s 3d **1d**
Weldon's Illustd. Dressmaker	30 and 31 Southampton Street, W.C. 15th **1d** **1880** See advt page I.
Weldon's Jrnl. of Costumes	30 and 31 Southampton Street, W.C. **6d** **1878** See advt page I.
Weldon's Ladies' Journal	30 and 31 Southampton Street, W.C. 20th **3d** **1879** See advt page I.
Weldon's Practical Neediework	30 and 31 Southampton Street, W.C. $\frac{1}{16}$ page 25s 25th **2d** **1886** See advt page I.
Wesleyan Methodist Church Record	2 Castle Street, E.C **1d** (illus) **1892**
Wesleyan Methodist Mag.	2 Castle Street, City Road, E.C. One-eighth page 11s 6d **6d** **1778**
Wesleyan Methodist Sunday School Magazine	4 Ludgate Circus, E.C. Over 40,000 guar **2d** **1857**
West End Gazette of Gentlemen's Fashions	23 Paternoster Row, E.C. $\frac{1}{16}$ page 18s 6d **1s** (plates) **1861**
West End Sunday School Teachers' Magazine	3 Ludgate Circus Buildings, E.C. **2d**
Western Temperance Herald	Bristol, and 33 Paternoster Row, E.C. Half page 7s 6d 2,000 **1d** **1836**
Westminster	66 Victoria Street, S.W.
Westminster Hospital Gazette	30 Holborn, E.C. **6d** **1899**

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Westminster Review	15 Bedford Street, W.C. Quarter page 25s **2s 6d 1824**
Wheat Sheaf	180 Wandsworth Road 30s column 5,000 **Gratis 1888**
White Ribbon	100 Fleet Street, E.C. **1d 1897**
Wide World Magazine	7-12 Southampton St, W.C. $\frac{1}{16}$ page 45s ·22nd **6d 1898**
Windsor Magazine	Warwick House, Salisbury Square, E.C. $\frac{1}{16}$ page 40s 170,000 25th **6d 1895**
Wine and Spirit Trade Circular (Ridley's)	27 Crutchet Friars, E.C. 1s line **42s per annum 1846**
Wine and Spirit Trade Record	57 Mark Lane, E.C. 5,000 guar **1s 1874**
Wine Trade Review	Eastcheap Buildings, E.C. Quarter page 25s 15th **2s 1863**
Wings (B. W. T. A. Organ)	4 Ludgate Hill, E.C. One-eighth page 16s 6d **1d 1892**
Wings of Truth	St. Stephen's Mansions, S.W. **3d 1901**
Witness	Glasgow 13,000 **1d 1874**
Woman at Home	18 Paternoster Square, E.C. $\frac{1}{16}$ page 20s. **6d 1893**
Womanhood	5 Agar Street, Strand, W.C. One-eighth page 12s 6d 1st **6d 1898** See advt page 301
Wood Pulp Maker	47 Cannon Street, E.C. One-eighth page 15s **1s** (illus) **1896**
Wood Worker	Farringdon Avenue, E.C. **2d 1901**
Work and Workers	17 Bishopsgate Street Within, E.C. **3d 1892**
Work for All	Paternoster Row, E.C. 50/- page **½d**
World Exchanges	St. Dunstan's House, Fetter Lane, E.C. **1s 1889**
World of Dress	45 St. Martin's Lane, W.C. One-eighth page 40s 1st **6d 1898**
World of Fashion	Bartholomew Close, E.C. **1s 1820**
Writer	**1901**
Writing Machine News	50 Holborn Viaduct, E.C. **1s per ann 1898**
Yachting Monthly Magazine	143 Strand **1s 1898**
Young Days	Essex Hall, Essex Street, W.C. 5,000 **1d 1876**
Young Engineer & Amateur Carpenter	23 Paternoster Row **1901**
Young England	57 & 59 Ludgate Hill, E.C. One-eighth page 20s **3d 1879**
Young Ladies' Journal	8 Farringdon Avenue, E.C. $\frac{1}{16}$ page £2 608,000 20th **9d 1864**
Young Man	125 Fleet Street, E.C. $\frac{1}{16}$ page 7s 6d 30,000 25th **3d 1886**
Young Men's Christian Magazine	62 Paternoster Row **1d 1874**

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Young Oxford	Ruskin Hall, Oxford 1st **3d** **1899** See advt page 385
Young Woman	125 Fleet Street, E.C. $\frac{1}{16}$ page 15s 90,000 25th **3d** **1892**
Youth	Nelson and Sons, Edinburgh 10,000 1st **1d** **1892**
Zion's Witness	5 Racquet Court, Fleet Street, E.C. Half page 12s 6d **2d** **1859**
Zoologist	Stationers' Hall Court, E.C. 15th **1s** **1843**
Zoophilist	92 Victoria Street, S.W. One-eighth page 10s 6d **3d** **1881**

A List of Papers can be selected from this Catalogue to suit any class of business, on application to THOMAS DIXON, 195, Oxford Street, W.

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SOME QUARTERLY AND YEARLY MAGAZINES.

Abkari	33 North Side, Clapham Common, S.W. Quarterly 3,000 **6d** (Official organ of Anglo-Indian Temp Association)
Academy Notes	123 Victoria Street, S.W. Yearly **1s**
Agricultural Annual & Mark Lane Express Almanac	150 Strand, W.C. Half page 50s Yearly **6d**
Alpine Journal	5 Queen Victoria Street, E.C. Half page 80s Quarterly **2s**
Amateur Printing	29 Woolwich Common, S.E. Quarterly **6d**
Architectural Year Book	**1895** See advt page 297
Baily's Hunting Directory	9 New Bridge Street, E.C. Half page 60s Yearly October **5s**
Banner of Truth	11 Buckingham Street, W.C. Quarterly 8,000 **1d 1849**
Bible Light	Sittingbourne Quarterly **6d 1890**
Brain	St. Martin's Street, W.C. Page 42s Quarterly **3s 6d**
British Imperial Calendar and Civil Service List	5 Queen Victoria St. Annual January
British Printer	Leicester 21s per inch per annum Alternate months **1s 1888**
Canterbury Diocesan Clergy List and Church Calendar	11 Burleigh Street, W.C. **1s 6d per annum 1865**
Catholic Directory	28 Orchard Street, W. Quarter page 16s Yearly **1s 6d 1838**
Caxtonian Quarterly	74 and 76 Great Queen Street, W.C. Half page £3 Quarterly **3d 1898**
Chord	7 Cecil Court, W.C. Quarterly **1s 1899**
Church Quarterly Review	6 Arundel Street, W.C. Half page 35s **6s 1875**
City of London Directory	148 Aldersgate Street, E.C. Annually **12s 6d**
City Quarterly Magazine	Royal Exchange, E.C. **2s 6d**
Civil Service Year Book and Official Calendar	78 Clerkenwell Road, E.C. Page 80s **2s** Cloth **2s 6d**
Clergy List	182 High Holborn, W.C. Annually **1841**
Climate	133 Salisbury Square, E.C. Half page 27s 6d Quarterly **6d 1899**

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Country Gentleman Estate Book	16 Cockspur Street, Pall Mall, S.W. One-eighth page 20s Yearly **3s 6d**
Crisis	17 Johnson's Court, E.C. Quarterly **6d 1901**
Debrett's Baronetage, Knightage & Companionage	160A Fleet Street, E.C. Yearly **16s 6d**
Drapers' Diary	148 Aldersgate St, E.C. Annual **2s 6d** Free to Subscribers to the "Warehouseman and Draper"
Dublin Review	28 Orchard St, W. Quarterly **6s 1836**
Eastern Counties Magazine	10 & 11 Warwick Lane, E.C. Quarterly **1900**
Economic Journal	15 Montague Place, W. Quarterly **5s 1890**
Economic Review	34 King Street, Covent Garden, W.C. Quarterly **3s 1891**
Edinburgh Review	39 Paternoster Row, E.C. Half page 50s Quarterly **6s**
English Church Union	Maltravers House, Arundel St, W.C. Half page 35s Yearly
English Historical Review	39 Paternoster Row, E.C. Half page 35s Quarterly **5s**
Englishwoman's Review	14 Henrietta St, W.C. Quarterly **1s**
Evangelical Alliance Quarterly	12 Paternoster Buildings, E.C. **1d**
Experience	8 Paternoster Row, E.C. Quarterly **1d 1880**
Faraday House Journal	Faraday House, Charing Cross, W.C. 5,000 Twice a year **6d 1893**
Folk Lore	270 Strand, W.C. Quarterly **5s 1890**
Friends' Quarterly Examiner	54 Hatton Garden, E.C. Half page 25s **1s 6d 1867**
Fruit Growers' Catalogue	31 Cursitor Street, W. Half page 25s Yearly **6d**
Fruit Growers' Year Book	Hatton House, Great Queen St, W.C. Half page 25s Annual **1s**
Gardening Year Book and Garden Oracle	148 Aldersgate Street, E.C. Yearly **1s 1858**
Gardeners' Catalogue	31 and 37 Cursitor St, W. Half page 25s Yearly **6d 1895**
Gentleman Farmer	31 Cursitor Street, W. Half page 25s Yearly **6d**
Geologists' Assn. Journal	15 Montague Place, Russell Square, W.C. Every 2 months **1s 1879**
Girls' Quarterly	3 Paternoster Buildings, E.C. Quarterly **2d**
Gleanings in the Harvest	30 Furnival St, E.C. 12,000 guaranteed Quarterly **1d 1886**
Gloucestershire Notes and Queries	124 Chancery Lane, W.C. Quarterly **1s 6d 1878**
Home Art Work	30 Shoe Lane, E.C. Quarterly **1s 1887**

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Home Counties Magazine	20 Great Russell St, W.C. 42s page Quarterly **1s 6d 1899**
Horticultural Directory	Mitre Court Chambers, E.C. Half page 25s Annual **1s** Dec
Humane Review	York Street, W.C. Quarterly **1s 1900**
Ibis	1 Paternoster Row, E.C. Quarterly **6s 1859**
Ideal	Quarterly **£3 3s 0d 1901**
Indian Christian	30 Paternoster Row, E.C. Quarterly
Insurance Blue Book and Guide	6 Farringdon Avenue, E.C. Yearly **2s** and **4s**
International Code of Signals	54 Gracechurch St, E.C. Annual **21s**
International Journal Ethetics	Paternoster Sq, E.C. Quarterly **2s 6d 1890**
Journal of Anatomy and Physiology	Exeter Street, W.C. Quarterly **6s**
Journal of the Board of Agriculture	1 Essex Street, W.C. Half page 50s Quarterly **1s**
Journal of the British Economic Association	15 Montague Place, W. Page £6 Quarterly **5s 1890**
Journal of the British Homœopathic Society	Great Ormond Street, W.C. Quarterly **2s 6d 1844**
Journal of Mental Science	7 Great Marlborough Street, W. Half page 17s 6d Quarterly **5s 1850**
Kalendar of the English Church	11 Burleigh Street, W.C. Quarter page 15s Annual **1s 6d**
Kelly's Post Office Directories	184 Holborn, E.C. Yearly
Law Magazine and Review	37 Essex Street, W.C. Page 42s Quarterly **5s 1828**
Law Quarterly Review	120 Chancery Lane, W.C. **5s 1885**
League Notes	30 Holborn, E.C. Twice a year **6d 1900**
Life Boat Journal	14 John Street, Adelphi, W.C. 12,250 Quarterly **3d 1852**
Light and Love Church Calendar	111 Fleet St, E.C. £10 page 100,000 Yearly **1d 1881**
Live Stock Journal	9 New Bridge St, E.C. Half page 50s Yearly **1s**
Local Government Annual	Dorset House, Dorset St, W.C. Yearly **2s 6d 1892**
London Diocese Book	King St, W.C. Annual **1s 6d 1865**
London and Fashionable Resorts Illustrated	291 Regent St, W. Half page £9 9s Yearly **21s 1871**
London Friends' Calendar	14 Bishopsgate Street Without Quarterly **6d**
London Quarterly Review	Castle Street, E.C. **4s 1853**
Lunar Month Annual	139 Fleet Street, E.C. (Racing Guide) Yearly **1s**
Machinery Exporter and Export Price List	Queen Victoria Street, E.C. Quarterly **6d 1879**

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Medical Directory	7 Great Marlborough St, W. Annual **14s 1845**
Mercantile Navy List and Maritime Directory	54 Gracechurch St, E.C. Annual **12s**
Mercantile Year Book and Directory	St. Helen's Place, E.C. Quarter page 50s Annual **10s 1885**
Metropolitan Catalogue of Fashion	Effingham House, Arundel Street, W.C. Page £12 for 2 consec issues 60,000 guar Quarterly **1s**
Middlesex Hospital Journal	30 Holborn, E.C. 5 times a year **1s 1897**
Mind	74 Henrietta Street, W.C. Half page 35s Quarterly **3s 1876**
Ministers' Pocket Diary & Clerical Vade Mecum	23 Old Bailey, E.C. Half page 50s Yearly **2s**
Mothers in Council	3 Paternoster Buildings, E.C. Page £3 13s 6d 5,500 Quarterly **6d**
Mothers' Union Journal	3 Paternoster Buildings, E.C. No adverts **1d 1900**
Nationalist	17 Johnson's Court, E.C. 3s 6d inch Quarterly **3d 1900**
New Science Review	26 Henrietta St, W.C. Quarterly **2s 1894**
Occult Literary News and Review	12 St. Stephen's Mansions, S.W. Quarterly **7d 1900**
Official Guide to Houses of Parliament	5 Queen Victoria Street, E.C. Annual
Official Handbook of National Artillery Assn.	24 Bedford Street, W.C. Annual **1865**
One by One	12 Paternoster Bldgs, E.C. Quarterly **1d 1886**
Our Heritage	9 Paternoster Bldgs, E.C. Quarterly **1d**
Our Quarterly	5 and 6 Paternoster Buildings 50s page Quarterly **2d**
Palmists' Review	St. Stephen's Mansions, S.W. Quarterly **1s 1899**
Paper Makers' Directory of all Nations	160A Fleet St, E.C. Annual **10s 6d 1884**
Paper Makers of the United Kingdom (Directory of)	47 St. Mary Axe, E.C. Half page 35s Annual **1s 1877**
Pensions and Progress	170 Strand, W.C. Quarterly **1d 1899**
Philatelic Almanac	Bournemouth **4d** and **1s 1891** See advt page 373
Polytechnic Tours Programme	15 Montague Place, W.C. 100,000 Annual **Gratis**
Portfolio of Ladies' Fashions	41 King St, W.C. Quarterly **1901**
Post Magazine & Insurance Directory	9 St. Andrew's Street, E.C. Yearly **6d 1s 6d 2s 6d 1840**
Proceedings of the Geologists' Association	15 Montague Place, W.C. Every 2 months **1s 6d 1883**

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Progress (In Brail)	33 Cambridge Square, W.C. Every 2 months **2s per annum 1881**
Protestant Churchman	21 St. Bride Street, E.C. 30s page Quarterly **1d**
Quarterly Philatelic Circular	Bournemouth **6d per year 1891** See advt page 373
Quarterly Journal of Microscopical Science	7 Great Marlborough Street, W.C. 42s page **10s 1852**
Quarterly Review	50A Albemarle St, W.C. Half page 50s **6s**
Quarto	Slade's School of Art Quarterly Public **5s** Students **2s 6d 1896**
Royal Free Hospital Mag.	30 Holborn, E.C. Three times yearly **6d 1895**
Royal Navy List	326 High Holborn, E.C. Quarterly **7s 6d 1878**
Royal Navy List Diary & Naval Handbook	326 High Holborn, E.C. Annual **3s**
St. Martin's le Grande	G. P. O. Quarterly **9d**
Shipping World Year Book	Arundel St, W.C. £5 5s page Yearly **5s 1887**
Society of Architects' Year Book	See advt page 297
Specification	Effingham House, Arundel Street, W C. £10 page Annual **5s 1898**
Sportsman's Year Book	16 Henrietta Street, W.C. **1898**
Sportsman's and Tourist's Guide	118 Pall Mall 1st May and 1st August **1s 1873**
Stamp Dealers of Great Britain	Bournemouth **6d per year 1891** See advt page 373
Stubbs' Commercial Year Book	Half page 45s Annual **4s**
Submarine Navigation	Quarterly **2s 6d 1901**
United Temperance Gazette	33 Paternoster Row, E.C. One-eighth page 12s 6d Quarterly **3d**
University College Gazette	30 Holborn, E.C. Alternate months **3d 1896**
Verulam Review	Paternoster Row, E.C. Quarterly **1s 1887**
West London Medical Journal	124 Harley Street, W. Quarterly
Windmill	434 Strand, W.C. Quarterly **1s 1898**
Year Book of Pharmacy	7 Great Marlborough St, W. Annual **10s 1884**
Year Book of Science	La Belle Sauvage, E.C. Annual **7s 6d 1892**
Year Book of Society of Architects	15 Montague Place, W.C. £5 page **2s 1884** See advt page 297
Year Book of Treatment	La Belle Sauvage, E.C. **7s 6d 1884**

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LIST OF WEEKLY PAPERS, MAGAZINES, AND PERIODICALS.

Published Outside of London.

Circulating in London and the Provinces.

In reading the undermentioned particulars, follow this example:—

Alliance News, published at Manchester on Fridays at 1d. Established 1854. Publishers' rate for advertisements—[series of 13 (or.) insertions] —4s per inch. Circulation, 20,000 per issue.

It may be understood that **Blocks** *are accepted for the following periodicals, with few exceptions. In some cases quotations for space are given per page (or pro rata), and per line (estimate 12 lines to 1 inch).*

Alliance News	Manchester Fri **1d 1854** 4s 20,000
Anti-Dull	Acton Vale, Acton Mon **1d**
Assurance Agents' Chron.	Manchester Wed **1d 1889** 1s 4,000
Athletic News	Manchester Mon **1d 1875** 10s 6d 250,000
Bailie, The	Glasgow Wed **1d 1872** 3s 6d 25,000
Bakers' and Confectioners' National Assoc. Review	Birmingham Monthly 4,000 ann
Birmingham Pictorial and Dart	Birmingham Fri **1d 1876** 4s 7,000
Birmingham Magazine of Arts and Industries	Birmingham Bi-Monthly **1897**
Bladud (Visitors' List and Society News)	Bath Wed **1d 1885**
Bon Accord	Aberdeen Thurs **1d 1886** 3s 140,000
Brighton and Hove Society	Brighton Sat **1d 1887** 3s. per inch (The only society and ladies' paper in the district)
British Advertiser	Bristol Monthly **1902** page £6 10s 1s per line 4,000 See advt page 72
British Baker and Confectioner	Glasgow Fri **1d 1887** Quarter page 25s
Bromley Record	14 Market sq, Bromley, S.E. Monthly **1d 1858**
Buiwark	Glasgow **1851** 9,000
Celtic	Glasgow Monthly **3d**
Chemical Trade Journal	Manchester Sat **3d 1887** 6d per line
Chess Players' Chronicle	New Barnet Wed **3d 1841** 3s 9d per inch See advt page 313
Christian Advocate	Belfast Fri **1d 1883** 1s 8d
Christian Citizen	Glasgow Monthly **1d**

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Christian Leader	Glasgow Thurs **1d 1882** I 20,000
Christian News	Glasgow Fri **1d 1845** 2s
Christian Philanthropist	Liverpool Monthly **1d 1894**
Christian Words	Sheffield Monthly **1d**
Clifton Society	Bristol Thurs **1d 1890**
Comet	Halifax Sat **1d 1897** See advt page 334
Consecration	31 High Street, Belfast Monthly **1d 1895**
Constabulary Gazette	Dublin Sat **2d 1897**
Co-operative News	Manchester Sat **1d 1871** 45,000 guar
Cotton	Manchester Sat **6d 1895**
Cotton Factory Times	Manchester Fri **1d 1854** 50,000
Cotton Gazette	Liverpool Sat **42s per annum 1894**
Credit Drapers' Gazette	Manchester Sat **8s 6d per annum 1882** 6d per line
Crescent	Liverpool Wed **1d 1892** 3,000 See advt page 318
Cricket and Football Field	Bolton Sat **1d 1884**
Croydon Review Time Tables	Derby Road, Croydon **1877**
Crusader	Cardiff Monthly **1d**
Crystal Palace Magazine	Sydenham, S.E. Monthly **1d 1900**
Cyclers' and Motor Cycle News	Manchester Tues **1d 1883** 3s 6d 15,000 average
Cycling and Athletic Truth	Birmingham Weekly **1d 1897**
Daybreak	Belfast Monthly **½d** 6,500
Daylight	Norwich Fri **1d 1878** 2s 6d 10,500
East Liverpool Magazine	Geneva Road, Liverpool Monthly **1d** See advt page 322
Educational Gazette	Moore Lane, Dublin **2d 1890**
Educational News	Edinburgh Sat **1d 1876** One-eighth page 10s
Engineer and Iron Trades' Advertiser	Glasgow Tues **2d 1869** 3s
Entertainer	Birmingham Weekly **1d 1900**
Factory Times	Manchester Thurs **1d 1885** 4s 6d 73,000 guar
Fanciers' Review	Edinburgh Fri **1d 1890** 2s 6d 10,000
Farmers' Gazette	Dublin Sat **3d 1842** 2s 6d (Occasionally illustrated)
Financial Reformer	Liverpool Monthly **1d 1858**
Football Chat, and Cricket and Cycling Record	Nottingham 4 editions weekly Thurs **1d**
Football, Cricket & Cycling World	Sheffield Mon **1d 1895**
Football Echo	Southampton Sat **½d 1898** 1s
Football Express	Ashton-under-Lyne Weekly **1d**
Football Gossip	Manchester Wed **½d 1894**
Football News	Nottingham Sat **1d 1891** 1s 3d
Football Telegraph	Grimsby Sat **1d**

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Forward	Belfast Monthly **1d**
Gas Engineers' Magazine	Birmingham £3 page Monthly **6d** **1876**
Good Templars' Watchword	Birmingham Mon **1d** **1874** 3s per inch
Granta	Cambridge Sat **6d** **1889**
Grocers' Review	Manchester Tues **1d** **1883**
Halfpenny Novelette	Manchester Mon ½d **1886** 4s 6d 68,000 guar
Hardwareman	Birmingham Fri **3d** **1894**
Homing News	Oldham Fri **1d** **1886**
Homing World	Idle, Bradford Wed **1d** **1896** 1s 6d 1,400
Illustragraph	Dublin Monthly **6d**
Industrial World	Swansea Fri **1d** **1856** 1s
Insurance and Financial Gazette	Belfast Monday **6d** **1879**
Insurance and Financial News	Belfast Monthly **4s 6d per annum**
Irish Baptist Magazine	Belfast Half page 10s Monthly
Irish Builder	Dublin Fortnightly 1st and 15th **3d** **1859** 2s 6d
Irish Church News	Belfast 2s 6d per inch Monthly **1d**
Irish Congregational Mag.	Belfast Monthly **1d** **1869**
Irish Cyclist	Dublin Tues **1d** **1885**
Irish Farming World	Dublin Fri **1d** **1887** 3s See advt page 344
Irish Field & Gentleman's Gazette	Dublin Sat **3d** **1870** 4s 10,000
Irish Figaro	Dublin Wed **1d** **1890** 3s 6d
Irish Golfer	Dublin Wed **2d** **1899**
Irish Grocer	Belfast Sat **1d** **1892**
Irish Homestead	Dublin Sat **1d** **1895** 6s
Irish Law Times and Solicitors' Journal	Dublin Sat **9d** N **1867**
Irish Petty Sessions Journal	Ballyshannon Monthly **3d** **1899**
Irish Presbyterian	Belfast Monthly **1d**
Irish Society	Dublin Wed **1d** **1883** 3s 20,000 See advt page 344
Irish Temperance League Journal	Belfast Monthly **1d** **1863**
Irish Templar	Belfast Monthly **1d** **1879**
Irish Textile Journal	Belfast Monthly **10d** **1852**
Irish Wheelman	Dublin Tues **1d** **1890**
Irish Y.M.C.A.'s	Belfast Monthly **1d**
Iron Trade Circular (Ryland's)	Birmingham Sat **21s per annum** **1864**
Isis	Oxford Sat **6d** **1892** 1s 9d per inch See advt page 344 (University paper published during term)

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Jewellers' and Watchmakers' Trade Advertiser	Birmingham Monthly **1d** 30,000 guar **1891**
Juvenile Templar	Birmingham Monthly **½d**
Licensed Trades News	Birmingham Sat **1d** **1894** 21s
Linen Market	Belfast Sat **21s per annum** **1889**
Liverpool Review	Liverpool Fri **1d** **1868** 2s 6d per inch 15,000
Magnet, The	Leeds Thurs **1d** **1866** 1s 6d (Musical and Theatrical)
Magpie, The	Bristol Wed **1d** **1883** 2s 6d 10,000 See advt page 307
Mechanical World	Manchester Fri **1d** **1883** 5s 22,000
Milling	Liverpool Sat **6d** **1891**
Missionary Volunteer	Londonderry Monthly **1d** **1896**
Musicians' Journal	Liverpool **1900**
National Guardian	Glasgow Wed **2d** **1881** 2s 9d
National Penny Magazine	Middlesbrough on-Tees **1d** **1901**
National Teacher	Dublin Fri **2d** **1890** 2s 3d
Nomad's Weekly	Belfast Fri 1d **1898**
North British Agriculturist	Edinburgh Wed **1d** N **1843** 6s
Northern Star	Belfast N Weekly **1897**
Our Dogs	Manchester Sat **1d** **1894** 3s 6d 15,000
Our English Lads	Nottingham **1901**
Owl, The	Birmingham Fri **1d** **1879** 1s 6d
Oxford University Gazette	Oxford 1st Fri and alternate Tuesdays during Term **3d** **1870**
People's Friend	Dundee Mon **1d** **1869** 12s 6d per $\frac{1}{16}$ column 250,000
Policy Holder	Manchester Wed **2d** **1883**
Poor Law Officer's Journal	Manchester Fri **1d** **1892** 2s 6d 5,000
Porcupine, The	Liverpool Fri **1d** N **1858** 2s 6d 25,000 guar
Postal Clerks' Herald	Wigan Monthly **1d** **1898**
Postal Journal	Liverpool Monthly **1d** 12,000 **1895**
Postman's Gazette	Glasgow Alternate Saturdays **1d** **1892** Quarter page 35s 22,500 guar
Practical Engineer	Manchester Fri **2d** **1887**
Primitive Methodist World	Manchester Thurs **1d** **1873** 2s 10,300
Protestant Standard	Liverpool Sat **1d** **1872**
Pupil Teacher and Scholarship Student	Newport, Salop Monthly **4d** **1894** 5s
Recorder	Bray, Wicklow Sat **1d** **1898**
Red Letter	Dundee Wed **1d** **1899** Quarter page 63s
St. Andrew	Glasgow Thurs **1d** **1899** 2s 6d
Science and Art of Mining	Wigan Fortnightly **3d** **1890**
Scots Law Times	Edinburgh Sat **6d** **1893**

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Scots Pictorial	Glasgow Fri **6d** **1897** Quarter page 45s 20,000
Scottish Cyclist	Glasgow Wed **1d** **1883**
Scottish Farmer	Glasgow Sat **2d** **1893**
Scottish Field	Edinburgh Wed **1d** **1899**
Scottish Imperial	Monthly 1901
Scottish Law Courts' Record	Apsley Guise, R.S.O., Beds. Thurs **Subs** **1897**
Scottish Law Reporter	Edinburgh Wed **6d** **1865**
Scottish Reformer	Glasgow Sat **1d** N **1886** 3s 3d
Scottish Referee	Glasgow Mon and Fri **½d** **1888** 2s 9d 59,090 certified
Scottish Sport	Glasgow Tues and Fri **1d** **1883** 4s 25,750 guar
Scottish Trader	Glasgow Sat **2d** **1896** Quarter column 12s 6d See advt page 283
Scottish Wheeler and Motor News	Edinburgh Wed **1d** **1897** 3s per inch About 7,500
Shamrock	Dublin Sat **1d** (illus.) **1866** 3s per inch
Sphinx	Liverpool Monthly **6d**
Sport	Dublin Sat **1d** **1881** 3s 20,000
Sport & Play & Wheel Life	Birmingham Sat **1d** 5s per inch
Sporting Life Tissue	Birmingham Daily **½d** Noon **1d** **1898**
Stamp Collectors' Journal	Bury Monthly **1d** **1878**
Stamp Collectors' Magazine	Bournemouth See advt page 373
Steamship	Leith Monthly **6d** 5s per inch **1889**
Sunday Chronicle	Manchester Sun **1d** **1885** 11s 650,000
Sunday Telegraph	Sheffield Sat even **1d** **1895** 5s 90,000
Talk	Dublin Weekly **1d** **1901**
Teachers' Monthly	Birmingham **1d** **1898** 5s per inch See advt page 379
Temperance Companion	Manchester Wed **1d** **1895** 12,000 guar
Textile Industries	Bradford Monthly **10s per annum** **1881** £16 10s half page See advt page 379
Textile Mercury	Manchester Sat **1d** **1889** 5s 6d per inch
Textile Recorder	Manchester Monthly **1s** **1883**
Timber News	Liverpool Sat **10s per annum** **1890**
Town Crier	Birmingham Sat **1d** **1861** One-quarter page 15s
Tradesman's Assistant	Bradford **1900**
Two Worlds	Manchester Fri **1d** **1887**
Umpire	Manchester Sun 1d **1884** 11s 300,000 See advt page 380
Vagabond News	Longton **1897**
'Varsity	Oxford Weekly **6d** **1901**

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Vectis	Shanklin, Isle of Wight Wed **1d 1896**
Vegetarian Messenger	Manchester Monthly **2d 1849** 3,000
Weekly Summary	Eltham, Kent In Brail for Blind Wed **2d 1892**
Weekly Telegraph	Sheffield Thurs **1d 1862** 13s 6d 215,000
Weekly Welcome	100 Fleet Street, E.C. **1896** 10s per inch 111,762 guar
Western Figaro	Plymouth Fri **1d 1877** 1s 6d 12,000
Whiskey & Allied Trades' Review	Dublin Monthly **6d**
World's Exchange	Worcester Wed and Sat **1d 1886** 1s 6d per inch, per week 7,000 See advt page 383
Y Celt	Llanelly Fri **1d 1878** 6s 6d per inch, per quarter
Y Cerddor	Wrexham Monthly **2d 1888**
Y Cymr'o (Plant)	Wrexham Monthly **1d 1891** 12,000
Y Llan, A'r Dywysogaoth	Lampeter Sat **1d 1869** 6d 3,000
Yorkshireman	Huddersfield Sat **1d 1875** 1s 9d
Young Oxford	Ruskin Hall 1st **3d 1899** See advt page 385

A List of Papers can be selected from this Catalogue to suit any class of business, on application to THOMAS DIXON, 195, Oxford Street, W.

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METROPOLITAN LOCAL & LONDON SUBURBAN NEWSPAPERS.

Abbreviations: C. *Conservative;* L. *Liberal;* Ind. *Independent;* R. *Radical;* U. *Unionist;* N. *Neutral.*

In reading the particulars given against each publication, follow this example:—

Eastern Mercury, published at High Road, Leytonstone. Publishers' rates for series of 13 (or) advertisements, **1s 3d per inch** per insertion. Circulation, 5,000. Politics, **Independent.** Published on **Tuesdays** at ½d. Established **1887.**

The information is supplied by publishers; special quotations upon application to THOS. DIXON.

Acton, Chiswick, and Turnham Green Gazette	Acton, W. 1s 6d 5,000 N Sat **1d 1871**
Acton Express	7 Church Road, Acton 3,500 guar Sat **1896**
Advertiser and Social News	85 Lavender Hill, S.W. Weekly ½d **1901**
Balham and Tooting Weekly Post	162 Balham High Road Sat **1d 1900**
Barking and Beckton Star	Manor Park, E. Sat ½d **1900**
Barking, East Ham, and Ilford Advertiser	Chelmsford 1s 3d 5,000 N Sat ½d **1888**
Barnet Press	High Street, Barnet 2s 15,000 N Sat **1d 1859**
Barnet Times and Finchley Telegraph	49 High Street, Barnet N Fri **1d 1891**
Battersea Beacon	127 Queen's Road, Battersea **1900**
Bayswater Chronicle	186 Queen's Road, Westbourne Grove, W. N Sat **1d 1860**
Beckenham and Penge Advertiser	High Street, Croydon 2s Ind L Thurs **1d 1888**
Beckenham and Shortlands Chronicle	45 High Street, Beckenham L Fri **1d 1896**
Beckenham Journal	44 High Street, Beckenham 2s N Sat **1d 1876**
Bethnal Green News	10 Mile End Road, E. 1s 6d 12,000 N Sat **1d 1860**
Bexley Heath and District Times	Clare Terrace, Sidcup 1s 4d Ind Tues ½d **1881**
Bexley Heath and Erith Observer	73 Broadway, Bexley Heath 1s blocks N Friday **1d 1867**

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Blackheath Local Guide	Blackheath Printing Works, S.E. N Alternate Saturday **Gratis 1889**
Borough News	23 Pavement, Clapham Common, S.E. **1d 1897**
Brixton Free Press	429 Brixton Road, S.W. 1s 5,000 guaranteed N Friday **½d 1882**
Brixton and Streatham Times	160 Falcon Road, Clapham Junction, S.W. 10d N Saturday **1d 1883**
Brixtonian	50 Robsart Street, Brixton Road, S.W. N Friday **1d 1892**
Brockley News	118 Brockley Road, S.E. 1s U Friday **1d 1880**
Brockley Times	255 Malpas Road, Brockley, S.E. Friday **1d 1880**
Bromley Chronicle	14 Market Square, Bromley 4d per line L Thursday **1d 1891**
Bromley Journal and West Kent Herald	4 Market Square, Bromley 1s 6d C Friday **1d 1869**
Bromley Telegraph	14 Market Square, Bromley 1s 9,000 Ind Saturday **1d 1865**
Bromley Times	19 East Street, Bromley 1s Ind Friday **1d 1884**
Buckhurst Hill & Chingford Advertiser	See "Loughton Advertiser"
Camberwell News	160 Falcon Road, Clapham, S.W. 10d Ind Saturday **1d 1883**
Camberwell and Peckham Times and South London Observer	84 Church Street, Camberwell, S.E. 2s N Wed and Sat **1d 1868**
Camden Town Gazette	80 High Street, Camden Town, N.W. 1s 6d C Saturday **1d 1866**
Canning Town Mail	Avenue Works, Stratford Wednesday **½d 1900**
Caterham Free Press	Caterham, Surrey Saturday **1d 1899**
Catford, Forest Hill and Hither Green Times	28 Dartmouth Road, Forest Hill, S.E. **1901** Friday **½d**
Chelsea Mail and West Midd Advertiser	244a King's Road, Chelsea, S.W. 2s U Friday **½d 1856**
Chingford and District Times	254 High Road, Leyton, N.E. Friday **1d 1901**
Chiswick Times	430 High Road, Chiswick 1s I Fri **1d 1895**
Chislehurst and District Times	Sidcup I Friday **1d**
City of Westminster Mail	244a King's Road, Chelsea, S.W. Fri **½d 1900**
Clapham and Balham Chronicle	160 Falcon Road, Clapham, S.W. 10d Ind Saturday **1d 1877**
Clapham and Brixton Critic	82 Walworth Road, S.E.
Clapham Free Press	429 Brixton Road, S.W. 1s 6d 5,000 guar N Friday **½d 1882**

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Clapham Observer	65 High Street, S.W. 1s 6,000 N Saturday **1d 1888**
Clerkenwell Weekly News and Chronicle	223 Goswell Road, E.C. 3d per line N Saturday **1d 1884**
County Chronicle & Mark Lane Journal	24 Southwark Street, S.E. Tuesday and Saturday I **3d 1787**
County of Middlesex Ind.	Albany Works, Brentford 9d Ind 2 Ed Wed, 1 Ed Fri **½d 1882**
Courier and Borough of West Ham News	319 Barking Road, E. 1s 6d Ind Fri **½d 1869**
Cricklewood Observer	Cricklewood, N.W. **1d 1900**
Croydon Advertiser	High Street, Croydon 1s 6d (series) Ind L Saturday **1d 1869**
Croydon Chronicle and East Surrey Advertiser	High Street, Croydon 1s 8d 6,000 N Friday **1d 1855**
Croydon Express	145 North End, Croydon 1s N Saturday **½d 1878**
Croydon Guardian	145 North End, Croydon 2s C Saturday **1d 1877**
Croydon Journal	35 High Street, Lewes C Thursday **1d 1861**
Croydon Observer	106 High Street, Lewes 2s L Friday **1d 1860**
Croydon Times	57a High Street, Croydon 9d per week 15,000 weekly L Wed & Sat **½d 1860**
Crystal Palace and District Advertiser	32 Westow Street, Upper Norwood, S.E. 1s 6d 5,000 guar I Friday **1d 1887**
Crystal Palace Times	28 Dartmouth Road, Forest Hill, S.E. 1s 3d Ind Friday **1d 1879**
Dartford Chronicle	Hythe Street, Dartford I Monday **½d**
Dartford Express	Orchard Street, Dartford L Friday **1d 1872**
Dartford Telegraph	(See Kent Messenger) Friday **1d**
Dulwich and District Advertiser	106 Lordship Lane, S.E. **1901**
Ealing Gazette	213 Uxbridge Road, Ealing, W. 1,500 guaranteed C Saturday **½d 1898**
East End News and London Shipping Chronicle	44-46 High Street, Poplar 1s 4d 10,000 guar weekly I Tues and Fri **½d** Wed and Sat **1d 1859**
East Ham Echo	Third Avenue, Manor Park, E. I Sat **1d 1900**
East Ham Express	Broadway, Stratford, E. 2s per inch Wed **½d**, Sat **1d 1854** (Local edition of 'Borough of West Ham Express')
East Ham Mail	Grove, Stratford, E. Wed **½d 1900**
East Ham Pictorial	12 Tudor Road, Forest Gate **1900**
East Ham Recorder	Ilford 6d (in series) 1,500 N Sat **1d 1898**
East London Advertiser	321 Mile End Road, E. 2s I Sat **1d 1865**

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East London Observer	48 Whitechapel Road, E. 1s I Sat **1d 1857**
Eastern Argus & Hackney Times	519 Cambridge Road, E. 1s 6d 15,000 I Saturday **½d. 1860**
Eastern Counties Times	19 St. Martin's Street, E. Fri **1d 1893**
Eastern Mercury	High Road, Leytonstone 1s 3d 5,000 (blocks) I Tuesday **½d 1887**
Eastern Post and City Chronicle	16 Mile End Road, E. 2s 12,000 guar C Sat **1d 1888** See advt page 323
Enfield & Edmonton Chron. and Barnet Herald	Palace Parade, Enfield Fri **1d 1898**
Enfield and Edmonton Elector	128 High Road, Tottenham **1900**
Enfield Observer (Meyers's)	Lancaster Hall, Enfield 9d per inch N Friday **1d 1859**
Erith and Belvedere Chron.	58 Walmer Road, Plumstead 1s per inch, in series of 3 papers (blocks) I Tues **½d 1891** See "Plumstead News"
Erith Times	9 High Street, Erith 1s per inch Sat **1d 1882**
Essex Courier	19-21 Martin Street, Stratford, E. 1s 4d per inch 7,000 (blocks) C Saturday **1d 1869**
Essex Guardian	Ilford Saturday **1d 1894**
Essex Post	12 Verulam Street, E.C. **1900**
Essex Times	Romford Wednesday and Saturday **1d**
Finchley Free Press	High Road, E. Finchley N Sat **½d 1893**
Finchley and Hendon News	High Street, Barnet See "Barnet Press" I Sat **1d 1859**
Finchley & Hendon Times	11 Regent's Parade, N. Finchley 2s N Sat **1d 1875**
Finchley Telegraph and Barnet Times	2 The Parade, Finchley 2s N Friday **1d 1890**
Forest Gate and Ilford Express	High Street, Leytonstone N Saturday **1d 1876**
Forest Gate Gazette	98 Woodgrange Road, Forest Gate, E. 9d 4,000 guar Ind Fri **½d 1886**
Forest Gate and Upton Park Mercury	19-21 Martin Street, Stratford Wed **½d**
Forest Hill and Sydenham Examiner	101 Dartmouth Road, Forest Hill, S.E. 1s 3,000 N Fri **½d 1895**
Forest Hill and Sydenham Times	28 Dartmouth Road, Forest Hill, S.E. 1s 3d Ind Fri **1d 1879**
Fulham Advertiser	48 West King's Road, Parson's Road, S.W. 1s Fri **Gratis 1883**
Fulham Argus	561 Fulham Road, S.W. Friday **½d**
Fulham Chronicle	15 The Broadway, Walham Green, S.W. N Fri **1d 1887**
Fulham Observer	625 Fulham Road, Fulham, S.W. 1s 6d N Fri **1d 1855**

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Fulham & Walham Green News	204 Hammersmith Road, W. 1s 6d C Sat **1d 1883**
Hackney Express & Shoreditch Observer	92 Devonshire Road, Hackney, N.E. 2s L Sat **½d 1857**
Hackney and Kingsland Gazette	440 Kingsland Road, E. 2s 4,000 L M W & F **½d 1854**
Hackney Mercury (now "Mercury")	10 The Grove, Mare Street, N.E. 9d 1,500 C Sat **1d 1885**
Hackney Standard	18 Median Road, Lower Clapton, N.E. 4d per line U Fri **½d 1876**
Hampstead and Highgate Express	High Street, Hampstead, N.W. 1s 7,000 guar Ind Sat **1d 1860**
Hampstead Record	Holy Mount, Hampstead, N.W. In l Sat **½d 1889**
Hanwell Gazette	213 Uxbridge Road, Ealing N Fri and Sat **1d 1899**
Hendon Advertiser	Belgrave Terrace, Hendon, N.W. 9d per inch 2,000 Fri **½d 1894**
Hendon & Finchley Times and Edgware Advertiser	71 Church Road, Hendon, N.W. 2s per inch Fri **1d 1875** (also as "Finchley and Hendon Times")
Hither Green and Catford Journal	236 High Road, Lee, S.E. Sat **1d 1901**
Holborn and Finsbury Guardian	45 Gray's Inn Road, W.C. 1s 6d Ind Sat **1d 1838**
Holloway & Hornsey Press	449 Holloway Road, N. 1s 6d L Fri **1d 1872**
Hornsey & Finsbury Park Journal	36 Crouch Hill, N. 1s 6d 20,000 C Sat **1d 1879**
Ilford & Manor Park News	Manor Park, E. Sat **½d 1900**
Ilford and Seven Kings Mercury	Ilford Wed **½d**
Ilford Guardian	Ilford I Fri **1d 1898**
Ilford Recorder	Ilford Fri **1d**
Indicator (Kilburn, etc.)	44 Shorton Street, Lisson Grove, N.W. 1s 6d N M W & Fri **½d 1867**
Islington Gazette	10 High Street, Islington, N. 1s 6d I Daily (except Sat) **½d 1856**
Islington News and Hornsey Gazette	10 High Street, Islington, N. I Sat **1d 1877**
Islington Post	302 Upper Street, Islington, N. 1s 6d 3,000 N Sat **1d 1899** See advt page 340
Kensington Express	204 Hammersmith Road, Broadway, W. 1s 5,000 C Sat **1d 1881**
Kensington Free Press	2s N Thurs Gra **1899**
Kensington News	4 Bedford Terrace, Church Street, Kensington Ind Sat **1d 1869**
Kensington Post	353 Edgware Road, W. N Sat **1d 1892**
Kentish Independent	11 Thomas Street, Woolwich I Sat **1d 1843**

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Kentish Mail	22 Broadway, Deptford 1s 9d N Fri **1d 1862** (also "Greenwich Observer" and "Cheltenham Gazette")
Kentish Mercury	6-12 Blackheath Road, Greenwich, S.E. 2s 20,000 guar C Fri **1d 1833**
Kew Bulletin	E. Harding Street, E.C. (Adverts not taken) **4d 1887**
Kilburn Times	4 Cambridge Ave, Kilburn N Fri **1d 1868**
Lambeth Times	192 Kennington Park Road **1900**
Lee Journal	236 High Road, Lee N Sat **1d 1889** See advt page 352
Lewisham Borough News	Higher Green Lane, Lewisham Thurs **1d**
Lewisham Gazette	7 Loampit Vale, Lewisham, S.E. 1s 9d N Fri **1d 1879**
Leyton and District Times	254 High Road, Leyton, N.E. Fri **1d 1901**
Leyton Mail	Avenue Park, Stratford Wed **½d 1900**
Leytonstone Advertiser	522 High Road, Leytonstone, E. 2s U Fri **1d 1894**
Leytonstone Express and Independent	High Street, Leytonstone, E. 8 lines 3s 6d Ind Fri **1d 1876**
London Shipping Chronicle	20 Bishopsgate Street Without **1d 1899**
Loughton and District Advertiser	High Beech Road, Loughton N Sat **½d 1887**
Manor Park and East Ham Mercury	19 Martin Street, Stratford Wed **½d**
Marylebone Mercury and St. George's Chronicle	63 Weymouth Street, Portland Place, W. 2s 6d 3,500 U Sat **1d 1857**
Marylebone Times and Independent	4 Cambridge Avenue, Kilburn, N.W. N Fri **1d 1884**
Middlesex Chronicle	151 High Street, Hounslow 1s 3d C Sat **1d 1858**
Middlesex County Times	Broadway, Ealing 2s 10,000 N Sat **1d 1842**
Middlesex Gazette	Lancaster Hall, Enfield 9d C Sat **1d 1886**
Mid-Surrey Times	204 Hammersmith Road, W. 1s 6d C Sat **1d 1877**
Mitcham Herald	Sutton Fri **1d 1901**
North London Advertiser	68 Alexandra Road, Hornsey, N. Gratis **1899**
North London Guardian	51 Allen Road, Stoke Newington, N. Ind Tues **½d**, Fri **1d 1881**
North London Mercury and Crouch End Observer	Park Road, Crouch End, N. Ind Fri **1d 1898**
North London Observer	20, Whitefriars Street, E.C.
North London Press	Bank Chambers, Finsbury Park Rd, E.C.

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North Middlesex Chronicle	353a Upper Street, Islington, N. 1s 6d L Sat **1d 1868**
North Middlesex Standard	535 High Road, Tottenham Fri
Norwood Herald	25 Station Road, South Norwood 4,000 N Sat **½d 1889**
Norwood News	31 Station Road, South Norwood, S.E. C Sat **1d 1858**
Norwood Press	Knight's Hill Road, West Norwood, S.E. 7,000 guar N Sat **1d 1882**
Norwood Review	65 Weston Street, Upper Norwood, S.E. 1s 3d Ind **1d 1880**
Paddington Gazette	10 Sutherland Avenue, Paddington C Sat **1d 1896**
Paddington and West London Mercury	411a Harrow Road, W. 1s 6d Fri & Sat **1d 1881**
Paddington, Kensington & Bayswater Chronicle	186 Queen's Road, Westbourne Grove, W. Ind Sat **1d 1880**
Paddington Times	4 Cambridge Avenue, Kilburn, N.W. N Fri **1d 1858**
Penge & Anerley Press	Station Rd, Anerley, S.E. Fri **½d 1883**
Plumstead and Abbeywood News	58 Walmer Road, Plumstead 1s 4d per inch, includes insertion in "Erith and Belvedere Chronicle" Tues **½d 1895**
Putney Observer	204 Hammersmith Road, W. 1s 6d N Sat **1d 1885**
Richmond & Twickenham Times	14 King Street, Richmond I Sat **1d 1873**
Richmond Herald	70 Sheen Road, Richmond Sat **1d**
St. John's Wood, etc., Advertiser	South Hampstead, N.W. 2s 7,000 N Thurs **1d 1880**
St. Mary Cray Times	Sidcup I Fri **1d** See "Dartford Chronicle"
St. Mary Cray & Swanley Express	Bexley Heath L Fri **1d 1886**
St. Pancras, etc., Gazette	80 High Street, Camden Town, N.W. 1s 6d C Sat **1d 1886**
St. Pancras Guardian	4 Cambridge Avenue, Kilburn, N.W. 1s 4d I Fri **1d 1857**
Sentinel	Wood Green Fri **½d**
Southall Norwood Gazette	16 High Street, Southall C Fri **1d 1894**
South Eastern Herald	139 Greenwich Road, S.E. 1s 6d 10,000 U Fri **½d 1882**
South Essex Mail	Manby Road, Stratford, E. N Sat **1d 1899**
South London Chronicle	13 Skipton Street, S.E. 1s Blocks C Fri **1d 1857** See advt page 376
South London Journal	24 Southward Street, E C. 5s N Sat **2d 1855**
South London Mail	Camberwell, S.E. 2s 20,000 U Sat **1d 1881**

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South London Observer	(See "Camberwell & Peckham Times")
South London Press	Red Lion Court, E.C. 2s L Sat **1d 1865**
South-Western Comet	St. George's Road, Wimbledon N Fri **1d 1898**
South-Western Star	160 Falcon Road, Clapham, S.W. 10d Ind Sat **1d 1877**
Southgate and Edgware Chronicle	See "Barnet Press"
Southgate Times	New Southgate Fri **1d 1887**
Southwark Recorder	51 Parker's Row, Dockhead, S.E. 1s 3d N Sat **1d 1868**
Stoke Newington and Islington Recorder	31 Church Street, Stoke Newington 3d per line C Fri **1d 1871**
Stratford Express and Boro' of West Ham	also "East Ham Express," Broadway, Stratford, E. 2s N Wed **½d** Sat **1d 1854**
Streatham Free Press	429 Brixton Road, S.W. 1s per inch 5,000 (series) Fri **½d 1882**
Streatham News	219 High Road, Streatham, S.W. U Sat **1d 1891**
Surrey Independent	4 Hill Road, Wimbledon 5,000 Fri **1d 1878**
Sydenham, Forest Hill, and Penge Gazette	50 High Street, Sydenham, S.E. N Sat **1d 1872**
Thames Valley Times	14 King Street, Richmond Wed **½d 1865**
Tooting and Balham Herald	26 High Street, Sutton 2s C Sat **1d 1878**
Tooting and Balham News	100 Winstanley Road, Battersea, S.W. (Local edition of "Mid-Surrey Gazette" series) 1s 6d per inch Fri **1d 1876**
Tottenham and Edmonton Herald	Lower Tottenham 6d 10,000 Ind Fri **1d 1861**
Tottenham and Stamford Hill Times	312 High Road, South Tottenham 1s L Thurs **1d 1885**
Tottenham and Wood Green Journal	128, High Road, Tottenham 9d 4,000 L Fri **½d 1891** See advt page 376
Twickenham Herald	Station Approach, Twickenham C Sat **1d 1885**
Upton, Ilford, and Forest Gate Advertiser	Sat **½d** See "Loughton Advertiser"
Walthamstow District Times	254 High Road, Leyton, N.E. Fri **1d 1901**
Walthamstow Guardian	Orford Road, Walthamstow N Fri **1d 1870**
Walthamstow Herald	79 Markhouse Road, Walthamstow Ind Fri **½d 1887**
Walthamstow Express	Broadway, Stratford, E. 1s 6d Ind Fri **1d 1883**

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Wandsworth Borough News	88 East Hill, Wandsworth Fri **1d** 6,000 **1884**
Wandsworth Observer	204 Hammersmith Road, W. 1s 6d N Fri **1d 1887**
Wandsworth and Battersea District Times	88 East Hill, Wandsworth 1s 6d C Fri **1d 1869**
Wanstead Express	Friday **1d** ("Leytonstone Express")
Wanstead News	See "Stratford Express"
Wanstead Times	254 High Rd, Leyton, N.E. Fri **1d 1901**
Weekly News and Clerkenwell Chronicle	233 Goswell Road, E.C. 3d per line Ind Sat **1d 1884**
Weekly Telegraph (Waltham Abbey, etc.)	High Bridge Street, Waltham Abbey 4 lines 1s 6d N Fri **1d 1883**
West End Press	57 Goldhawk Road, W. **1900**
West Ham Citizen	144 Barking Road, Canning Town, E. Sat **½d 1899**
West Ham Courier	319 Barking Road, E. Fri **½d**
West Ham Express	Broadway, Stratford, E. 2s N Wed **½d** Fri **1d 1854**
West Ham Guardian	19-21 Martin Street, Stratford, E. 1s 15,000 weekly (blocks) C Wed ½d, Sat **1d 1887**
West Ham Mail	Grove Stratford Wed **½d 1900**
West Kent Advertiser	64 High St, Dartford C Fri **1d 1876**
West Kent Argus	Lewisham, S.E. 1s 9d U Tues **1d 1894**
West Kent District Times	19 East St, Bromley Ind Fri **1d 1886**
West London Advertiser	11 Beadon Road, Hammersmith, W. 2s 2d 7,500 Ind Fri **1d 1867**
West London Observer	Broadway, Hammersmith, W. 1s 6d N Fri **1d 1855**
West London Press and Chelsea News	123a King's Road, Chelsea 10d 8,000 N Sat **1d 1857**
West London Reporter	204 Hammersmith Road, W. 1s 1,700 C Sat **1d 1879**
West Middlesex Herald	Ealing N
Westminster and Pimlico News	123A King's Road, Chelsea 10d 5,000 Ind Sat **1d 1887**
Willesden Chronicle and Herald	4 Cambridge Avenue, Kilburn 1s 6d N Fri **1d 1877**
Willesden Observer	Harrow N Fri **1d 1897**
Wimbledon Gazette	I Fri **1d 1892**
Wimbledon News	Wimbledon Sat **1d 1894**
Wood Green Weekly Herald	16 Hardy Terrace, Wood Green 6d N Fri **1d 1886**
Woolwich Gazette	22 Broadway, Deptford, S.E. 1s 9d N Fri **1d 1862**
Woolwich Herald	Woolwich 1s C Fri **1d 1882**

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Provincial Newspapers.

These are arranged in the following sections—

1. ENGLAND. (Map—page 212)
2. WALES. (Map—page 212)
3. SCOTLAND. (Map—page 272)
4. IRELAND. (Map—page 285)

Channel Islands, Isle of Man, and Isle of Wight papers are **arranged togother, at end** of Section I.

PARTICULARS

of each publication, as supplied by the publishers, will be found under the counties in which they are published.

THIS ARRANGEMENT

enables an advertiser to most readily select either a number of papers in one particular county, or a list of a few papers in several counties—in the Northern, Midland, South-Eastern, South-Western, Eastern, or other districts—according to the ground he desires to cover. Reference to the Topographical Maps, specially designed and compiled for this book, will render valuable assistance to advertisers wishing to reach any certain class or section of the population.

THOS. DIXON will be happy to suggest suitable media for any class of advertising, upon request.

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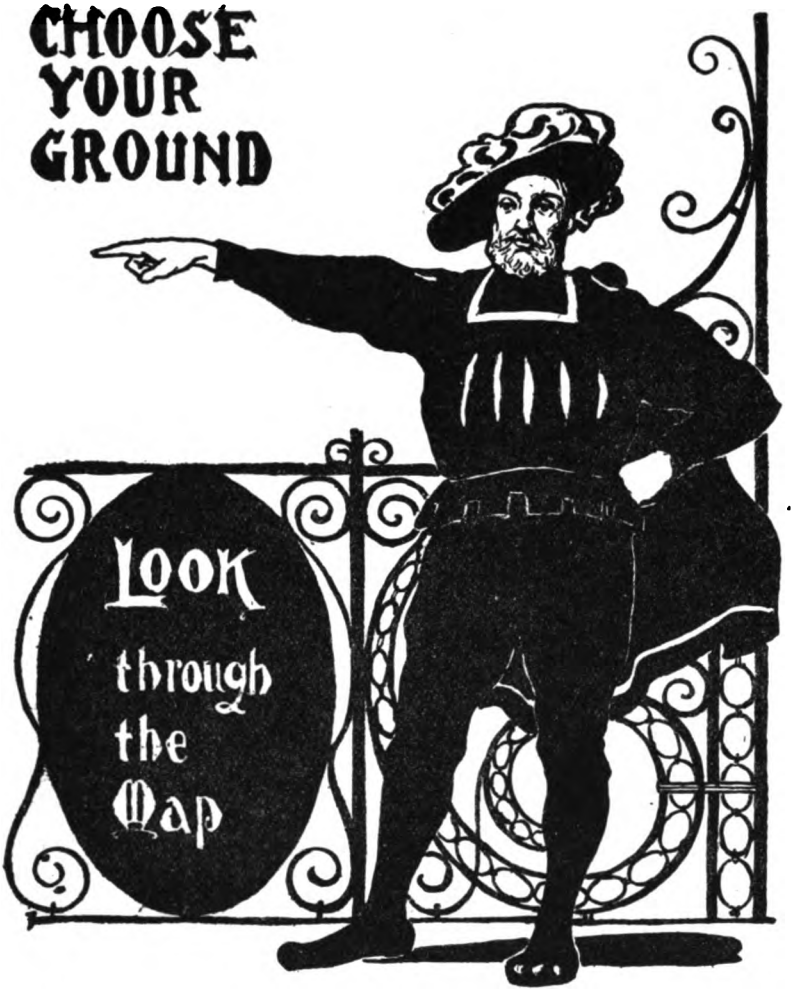

LOOK through the map on the opposite page, also those sections following which embrace Scotland and Ireland. Go through the Catalogue of Publications. Examine the Territory, Populations, Topographical Surroundings, Circulations, Statistics. Choose the Ground you desire to reach most, then communicate to me by letter about it.

I can place your announcements in any of the publications enumerated in this *Guardian* with a bit better advantage than anyone else can do or has done. Opportunities permit me more often than not to give you better terms—the certainty is that I can give you better results. I am doing it every day of my life, and I eliminate all "guess-work" from this business of Advertising.

What Ground do you wish to enter and cover?

You must Sow the Seed in the most suitable Soil, and plenty of it in the suitable Season. The results will be rapid Growth of Trade and a splendid Harvest of Profits.

T. DIXON,
193 & 195, Oxford St., LONDON, W.

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Section 1.—England.

The following counties are included in this section:—

BEDFORDSHIRE	LINCOLNSHIRE
BERKSHIRE	MIDDLESEX
BUCKINGHAMSHIRE	MONMOUTHSHIRE
CAMBRIDGESHIRE	NORFOLK
CHESHIRE	NORTHAMPTONSHIRE
CORNWALL	NORTHUMBERLAND
CUMBERLAND	NOTTINGHAMSHIRE
DERBYSHIRE	OXFORDSHIRE
DEVONSHIRE	RUTLANDSHIRE
DORSETSHIRE	SHROPSHIRE
DURHAM	SOMERSETSHIRE
ESSEX	STAFFORDSHIRE
GLOUCESTERSHIRE	SUFFOLK
HAMPSHIRE	SURREY
HEREFORDSHIRE	SUSSEX
HERTFORDSHIRE	WARWICKSHIRE
HUNTINGDONSHIRE	WESTMORLAND
KENT	WILTSHIRE
LANCASHIRE	WORCESTERSHIRE
LEICESTERSHIRE	YORKSHIRE

Particulars of papers published in the Channel Islands, Isle of Man, and the Isle of Wight will be found at the end.

The following example explains the details given in each case:

Cornish and Devon Post—Published at Launceston on Saturdays at 1d. Politics, Liberal. Established 1877. Publishers' rate, for Trade Advertisements, is 1s. per inch,* single column, for series of 13 (or) insertions. Circulation, 5,000 per issue. Blocks are accepted. This is one of a series of five papers.

* *In some cases* quotations are given *at per line, e.g.,* 12 *lines to* 1 *inch.*

Particulars of Sections 2, 3, and 4, will be found preceding each list.

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PROVINCIAL NEWSPAPERS.

Section I.—England.

General Abbreviations.—Tw = *Issued twice a week.*
Tri = *Issued three times a week.*
F = *Fortnightly.*
M = *Monthly.*

C, *Conservative;* Ind, *Independent;* L, *Liberal;* N, *Neutral;* Nat, *Nationalist,* R, *Radical;* U, *Unionist.*

BEDFORDSHIRE

Ampthill and District News	Ampthill Fri ½d N 1891 Blocks See "Bedford and County Record"
Bedford and County Record	Bedford Tues ½d N 1872 1s 3d (includes insertion in series of 4 papers) Blocks
Bedfordshire Advertiser	Luton Fri 1d C 1855
Bedfordshire Express	Bedford Fri 1d Ind 1855 1s 6d 7,000 Blocks
Bedfordshire Mercury	Bedford Fri 1d L 1836 1s 6,000 Blocks
Bedfordshire Standard	Bedford Fri 1d C 1883 12 words 6d (3 insertions 1s)
Bedfordshire Times and Independent	Bedford Fri 1d Ind 1845 1s 3d for 26 insertions
Biggleswade Chronicle and North Beds. Gazette	Biggleswade Fri ½d Ind 1891 4d 2,000 Blocks
Dunstable Advertiser and Weekly Reporter	Dunstable Fri 1d L 1878 6d Blocks
Dunstable Borough Gazette and Luton Journal	Dunstable Wed 1d Ind 1885 30 words 1s per inch, 4d for series
Leighton Buzzard Observer	Leighton Buzzard Tues 1d Ind 1861 Blocks
Leighton Buzzard Reporter & South Beds. Advertiser	Leighton Buzzard Sat ½d L 1878 Blocks See "Bedford and County Record"
Luton News and Bedfordshire Chronicle	Luton Thurs ½d L 1891 1s 6d 6,000
Luton Reporter and Beds. and Herts. News	Luton Fri 1d Ind 1876 10d 7,000 Blocks
Woburn Reporter	Woburn Sat ½d Ind 1878 Blocks See "Bedford and County Record"

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BERKSHIRE

Abingdon Herald	Abingdon Sat **1d** N **1867** 9d
Abingdon Telegraph	See "Oxfordshire Telegraph"
Berks. and Oxon. Advertiser	Wallingford Fri **1d** L **1865** 9d 3,000 Blocks
Berkshire Chronicle and General Advertiser	Reading Sat **1d** C **1770** 1s NO Blocks See advt page 305
Faringdon Advertiser and Vale of White Horse Gaz.	Faringdon Sat **1d** Ind **1855** 1s 6d Blocks
Maidenhead Advertiser	Maidenhead Wed **1d** N **1869** 7s 6d per inch, per quarter
Newbury Weekly News	Newbury Thurs **1d** N **1867** 1s 7,350 guar Trade Marks and Small Blocks
Reading Mercury & Berks. County Paper	Reading Sat **2d** N **1723** 2s 6d NO Blocks
Reading Observer	Reading Tw Sat, **1d** Thur, **½d** L **1860** 1s 6d 13,500 guar NO Blocks
Reading Standard	Reading Fri **1d** Ind **1886** 1s 6,000
Windsor Chronicle	Windsor Fri **1d** C **1874** 1s 3d
Windsor and Eton Express	Windsor Fri **1d** L **1812** 1s 6d NO Blocks

BUCKINGHAMSHIRE

Aylesbury Reporter and Thame Observer	Aylesbury Sat **1d** N **1880** 24 words 1s Blocks
Buckingham Advertiser & North Bucks. Free Press	Aylesbury Sat **1d** L **1853** s c 9d, d c 1s 3,600 Blocks
Buckingham Express	Buckingham Sat **1d** I **1865** 9d
Bucks. Advertiser and Aylesbury News	Aylesbury Fri **1d** L **1836** Blocks
Bucks. Herald, Uxbridge Advertiser, Windsor and Eton Journal, etc.	Aylesbury Sat **2d** C **1832** 1s 3d Blocks
Bucks. Standard & General Advertiser	Newport Pagnell Sat **1d** N 2,250 **1859**
Chesham Advertiser	Chesham Sat **1d** N **1892** Blocks
Chesham Examiner and Amersham Times	Chesham Fri **1d** I **1889** 6d Blocks See advt page 313
Chesham News	Chesham Weekly **1d** **1900**
Newport Pagnell Gazette	Newport Pagnell Fri **1d** N **1867** 10d See advt page 357
North Bucks. Advertiser	Stony Stratford Fri **1d** N **1854** 1s
North Bucks. Times and County Observer	Bletchley Sat **1d** C **1879** 9d
Olney Advertiser	Olney Fri **½d**
Slough, Eton, and Windsor Observer	Slough Sat **1d** C **1883** Blocks

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Buckinghamshire—*continued*

South Bucks. Free Press	High Wycombe Fri **1d** L **1855** 1s 6,000 guar Blocks
South Bucks Standard	High Wycombe Fri **1d** U **1890** 1s 5,000 Blocks
Wolverton Express	Wolverton I Wed **1d**

CAMBRIDGESHIRE

Cambridge Chronicle and University Journal	Cambridge Fri **1d** C **1744** 3s Blocks
Cambridge Daily News	Cambridge Daily (4 editions) **½d** N **1886** 1s 6d NO blocks
Cambridge and Eastern Counties Weekly Gazette	Cambridge Fri **½d** N **1899**
Cambridge Express and Eastern Co. Weekly News	Cambridge Sat **1d** C **1868** 7,000 Blocks
Cambridge Gazette	Cambridge Fri **½d** N **1899**
Cambridge Graphic	Cambridge **1900**
Cambridge Independent Press, University and Huntingdonshire Herald	Cambridge Fri **1d** L **1807** 2s Blocks
Cambridge Magazine	Cambridge Weekly **6d** **1900**
Cambridge Review	Cambridge Thurs (during term) **6d** N **1879** 3 1,100 Blocks
Cambridge University Reporter	Cambridge Tues (during term) **3d** N
Cambridgeshire Weekly News	Cambridge Thurs **1d** Ind **1885** 2s for series of 9 papers Blocks
Chatteris Advertiser	Chatteris Fri **1d** Ind **1872** 10d Blocks
City of Ely Standard	Ely Fri **1d** Ind **1872** 10d 7,000 Blocks
Ely Chronicle	Ely Sat **1d** L **1876**
Ely Gazette	Ely Fri **1d** L **1807**
Ely Guardian	Ely Fri **1d** Ind **1890** See "Cambridgeshire Weekly News"
Haverhill Weekly News	Haverhill **1889**
Isle of Ely and Wisbech Advertiser	Wisbech Wed **1d** Ind **1845**
Littleport Gazette	March Fri **1d** Ind **1882** 1s
Newmarket Advertiser	Newmarket Fri **1d** Ind **1882**
Newmarket Journal	Newmarket Sat **1d** Ind **1872** 2s 4,000
Newmarket Weekly News	Thurs **1d** N **1889** See "Cambridgeshire Weekly News"
North Cambridgeshire Echo and Wisbech Chronicle	Wisbech Fri **1d** L **1857** 9d
Soham Advertiser	Soham Fri **1d** Ind **1832**
Upwell & Outwell Advertiser	March Fri **1d** **1892**
Whittlesea Chronicle	Thurs for Fri **½d**
Whittlesea Reporter	Whittlesea Sat **1d** Ind **1864**
Wisbech Advertiser	Wisbech Wed **1d** **1845**

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Cambridgeshire—*continued*

Wisbech Constitutional Gaz.	Wisbech Fri **2d** C **1868**
Wisbech Standard	Wisbech Fri **1d** C **1883** 6d 4,000
Wisbech Telegraph	Wisbech Sat **½d** Ind **1855**

CHESHIRE

Alderley and Wilmslow Advertiser	Wilmslow Fri **1d** C **1874** 1s 6d 2,000
Altrincham & Bowdon Advertiser	Stockport Sat **1d** C **1880** 1s 6d
Altrincham Chronicle	Altrincham Fri **1d** N **1887**
Altrincham and Bowdon Guardian	Bowdon Tw Tues, **1d** Fri, **1d** N **1862**
Birkenhead and Cheshire Advertiser and Wallasey Guardian	Birkenhead Tw Sat, **1d** Wed, **½d** C **1853** 1s 6d 11,000 weekly Blocks
Birkenhead News	Birkenhead Tw Wed and Sat **1d** L **1853** 1s 6d 15,000 guar weekly NO Blocks
Cheshire County News and Stockport Chronicle	Stockport Fri **1d** L **1853** 3s 6d per week for 13 insertions, inclusive in 5 issues of 3 papers See "Stockport Chronicle"
Cheshire Daily Echo	Stockport 6 editions daily (evening) **½d** C **1884** 1s each for 78 insertions 25,000
Cheshire Observer	Chester Sat **1d** U **1851** 3d per line 10,000 guar Blocks
Chester Chronicle	Chester Fri and Sat **1d** L **1775** 2s 19,000 guar Blocks
Chester Courant	Chester Wed **1d** U **1730** 3d per line Blocks
Chester Guardian & Record	Chester Tw Tues, **1d** Fri, **2d** N **1857**
Congleton Chronicle	Congleton Fri **1½d** N **1855** 4d per line Light Blocks
Congleton Guardian	Congleton Tw Wed, **1d** Fri, **1d** N **1889**
Crewe and Nantwich Advertiser	Crewe Fri **1d**
Crewe and Nantwich Chron.	Crewe Fri **1d** L **1874**
Crewe Guardian	Crewe Tw Tues, **1d** Fri, **2d** N **1863**
Hoylake and West Kirby Herald and Visitor	Hoylake Sat **1d** N **1889**
Hyde Reporter & Telegraph	Hyde Fri **1½d** L **1886** 9d 38,000 Blocks
Knutsford Advertiser	Knutsford Sat **1d** C **1874** 1s 6d
Knutsford Division Chron.	Knutsford Fri **1d**
Knutsford Division Guardian	Knutsford Tw Wed, **1d** Fri, **2d** N **1860**

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Cheshire—*continued*

Macclesfield Advertiser	Macclesfield Fri **1d** C **1865** 1s 6d
Macclesfield Chronicle	Stockport Tw Wed, **½d** Fri, **1d** L **1877** (Included in "Cheshire County News"—refer.)
Macclesfield and Congleton Times	Macclesfield L Fri **1½d**
Macclesfield Courier and Herald	Macclesfield Fri and Sat **2d** C **1811** 1s for 52 insertions 7,000 NO Blocks
Nantwich Chronicle	Nantwich Fri **1d** L **1874**
Nantwich Guardian	Nantwich Tw Tues, **1d** Fri, **2d** N **1868**
North Cheshire Herald	Hyde Sat **1½d** Ind **1851** 1s 15,000 guar NO Blocks
Northwich Chronicle	Northwich Sat **1d** L **1885**
Northwich Guardian	Northwich Tw Tues, **1d** Fri, **2d** N **1860**
Runcorn Examiner	Runcorn Sat **1d** L **1869** 1s 6d Blocks
Runcorn Guardian	Runcorn Tw Tues, **1d** Fri, **2d** N **1862**
Runcorn Weekly News	Runcorn Sat **1d** Ind **1894** 6d 1,500 Blocks
Sale & Stretford Guardian	Sale Tues and Fri **1d** N **1879**
Sandbach Advertiser	Sandbach Sat **1d** C **1875** 1s 6d
Sandbach Chronicle	Congleton Fri **1½d** Ind **1855**
Sandbach Guardian	Stockport Tw Tues, **1d** Fri, **1d** N **1868**
Stalybridge and Dukinfield Standard	Stalybridge Sat **1½d** **1869**
Stalybridge Reporter	Sat **1½d** L **1855**
Stalybridge Herald	Friday **1½d**
Stockport Advertiser	Stockport Fri **1½d** C **1822** 1s 6d Series of 8 papers 15,000
Stockport Chronicle	Stockport Tw Mon, **½d** Wed, **½d** L **1865** See "Macclesfield Chronicle"
Stockport County Borough Express	Stockport Thurs **½d** and Gratis Ind **1889** 1s 12,000 guar Blocks
Stockport District Express	Stockport Monthly Tues **½d** 5,500
Wallasey and Wirral Chronicle	Seacombe Tw Wed, **½d** Sat, **1d** N **1886** 1s
Wallasey News and Wirral General Advertiser	Seacombe Fri **1d** N **1899**
Wilmslow and Alderley Chronicle	(See "Manchester Chronicle")
Winsford and Middlewich Guardian	Winsford Tw Tues, **1d** Fri, **1d** N **1860**
Winsford and Middlewich Chronicle	Saturday **1d** L

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CORNWALL

Bodmin Guardian	Bodmin Fri **1d** **1900**
Bodmin Post and Cornwall County Express	Bodmin Fri **1d** Ind **1898** 1s Series of 5 papers Blocks
The Camelford & Delahole Guardian	Bodmin Fri **1d** **1900**
Cornish Echo & Falmouth and Penryn Times	Falmouth Fri **1d** L **1861** 9d 3,500 Blocks
Cornish Guardian	Bodmin 4 localised editions 10,000 weekly **1900** See advt page 317
Cornish Post and Mining News	Camborne Tw Thurs, **1d** Sat, **1d** U **1889** 9d
Cornish and Devon Post	Launceston Fri and Sat **1d** L **1877** 1s 5,000 Series of 5 papers Blocks
Cornish Telegraph	Penzance Wed **1d** LU **1851** 6d 6,000 NO blocks See advt page 313
Cornish Times and General Advertiser	Liskeard Fri **1d** LU **1856** 10d 5,000 Blocks
Cornishman	Penzance Tw Sat **1d** Ind **1878** 1s 9,000 Blocks See advt page 318
Cornubian & Redruth Times	Redruth Fri **1d** N **1863** 6d 4,000 Blocks
Evening Tidings	Penzance Daily except Wed **1871**
Falmouth News Slip	Falmouth I **1860** ½**d** 1,000
Falmouth Packet (Lakes) and Cornwall Advertiser	Falmouth Sat **1d** N **1855** 1s 2,750 guar Blocks
Hayle Weekly News	Fri ½**d** Ind **1867** 6d
Holsworthy, Stratton, and Bude Post	Launceston Fri and Sat **1d**
Launceston Weekly News & Cornwall & Devon Times	Launceston Fri and Sat **1d** C **1856** 1s Blocks
Lostwithiel Guardian	Bodmin Fri **1d** **1900**
New Quay Guardian Directory and Visitors' List	Newquay Fri **1d** N **1887** 1s 3d 2,500 Blocks
Royal Cornwall Gazette	Truro Thurs **1d** C **1801** 1s
St. Anstell Star	St. Anstell Thurs **1d** Ind L **1858** 6d
Saitash Gazette	Saltash Thurs **1d** N **1887**
Wadebridge and Padstow Guardian	Bodmin Fri **1d** L **1900** 1s (series of 5 papers)
Wadebridge & Padstow Post	Launceston Fri and Sat **1d**
West Briton and Cornwall Advertiser	Truro Tw Mon, ½**d** Thurs, **1d** L **1810** 1s 6d Blocks Mondays only
Western Echo	St. Ives N Sat **1d**

CUMBERLAND

Carlisle Evening Journal	Carlisle Daily, evening (except Friday) ½**d** L **1885** 1s each for 30 consecutive insertions Blocks
Carlisle Express & Examiner	Carlisle Sat **1d** L **1857** 2s NO blocks
Carlisle Journal	Carlisle Tw Thurs and Fri **1d** L **1798** 2s NO blocks

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Cumberland—*continued.*

Carlisle Patriot	Carlisle Fri **1d** C **1815** 2s NO blocks
Cumberland Catholic Herald	Carlisle Sat **1d** N 4d per line
Cumberland Pacquet	Whitehaven Thurs **1d** C **1774** 1s 6d Blocks
East Cumberland News	Carlisle Fri **1d** C **1883** 2s 15,000 NO blocks
English Lakes Visitor and Keswick Guardian	Keswick Sat **1d** Ind **1877** 6d
Keswick Weekly Reminder	Keswick Fri **Gratis** **1896**
Lakes Chronicle and List of Visitors	Bowness-on-Windermere (Westmorland) Wed **1d** C **1875** 1s
Maryport Advertiser	Maryport Fri **1d** C **1852** 1s Blocks
Maryport News	Maryport Sat **1d** L **1886** 10d 5,000 Blocks
Mid-Cumberland and North Westmorland Herald	Penrith Sat **1d** L **1860** 9d 7,000 NO blocks
Millom Gazette	Millom Fri **1d** N **1899** 1s 6d
Millom Herald	Millom Tues **½d**
Millom News	Barrow-in-Furness Sat **1d** L **1854** 8d
Penrith Observer	Penrith Tues **1d** C **1861** 1s 3d 7,000 NO blocks
West Cumberland Times	Cockermouth Tw Wed **½d** Sat **1d** N **1874** Each insertion 9d per inch if for both issues (26 times) 47,368 guar NO blocks
Whitehaven Advertiser	Whitehaven Fri **1d** Ind **1882** 9d 5,000 Blocks
Whitehaven Free Press and Farmers' Chronicle	Whitehaven Sat **1d** L **1831** 1s 5,000 Blocks
Whitehaven Gazette	Whitehaven Thurs **1d** C U Re-issue **1899**
Whitehaven News	Whitehaven Thurs **1d** L **1852** 1s 10,000 No blocks or display type
Wigton Advertiser	Wigton Sat **1d** Ind **1856** 1s
Workington Guardian	Whitehaven Sat **1d** C See "Whitehaven Advertiser"
Workington News	Workington Sat **1d** L **1882** 1s 2,700 Blocks
Workington Star and Harrington Guardian	Workington Friday **½d** Ind **1883** About 30,000 Blocks

DERBYSHIRE

Alfreton & Belper Journal & Mid-Derbyshire Advertiser	Alfreton Fri **1d** U **1870** 1s 6,000 guar Blocks
Ashbourne News and Dove Valley Record	Ashbourne Fri **1d** N **1891** 9d 2,000 Blocks

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Derbyshire—*continued*

Belper & Alfreton Journal & Mid-Derbyshire Advertiser	Belper Fri **1d** U **1870** 6,000 guar 1s
Belper News and Derbyshire Telephone	Belper Fri **1d** L 3,500 guar **1896** Blocks See advt page 303
Buxton Advertiser	Buxton Sat **1d** N **1852** 3s NO blocks
Buxton Chronicle	See "Glossop Chronicle"
Buxton Herald	Buxton Wed **1d** C **1842** 1s 6d
Clay Cross Chronicle	Clay Cross **1d** **1900**
Derby Advertiser	Derby Fri **1d** **1845**
Derby Daily Telegraph	Derby Daily ½d L **1879** 1s Over 11,000 guar NO blocks See advt page 320
Derby Express	Derby Daily (evening) ½d C **1884** 40 words, 6 insertions 3s 10,000 Blocks
Derby Mercury	Derby Tues **1d** C **1732** 2s 6d Blocks
Derby and Chesterfield Reporter	Derby Fri **1d** L **1823** 1s 9d Over 5,000 guar NO blocks
Derbyshire Advertiser	Derby Tw Fri and Sat, **1d** U **1845** 2s 6d 12,000 Blocks
Derbyshire Courier	Chesterfield Tw Tues, ½d Sat, **1d** L **1828** 1s 6d 14,000 Small blocks
Derbyshire Times and Chesterfield Herald	Chesterfield Tw Wed, ½d Sat, **1d** C **1854** 1s 6d 17,000 guar See advt page 319
Eckington Express	Eckington Weekly **1d** **1897**
Glossopdale Chronicle	Glossop Fri **1d** C **1859** NO blocks
Heanor Advertiser	Heanor Sat **1d** L **1890**
Heanor Observer	I Fri ½d
High Peak Advertiser	Glossop Fri 1½d L **1877** 3,000
Ilkeston Advertiser	Ilkeston Fri **1d** L **1881** 9d 7,000
Ilkeston Pioneer	Ilkeston Fri **1d** C **1853** 5,000 Blocks
Long Eaton Advertiser	Long Eaton Sat **1d** **1882** 6s 6d per inch per quarter Blocks
Long Eaton Journal	Long Eaton Fri ½d
Matlock Visiting List	Matlock Wed **1d** N **1879** 1s
North Derbyshire & North Cheshire Advertiser	Glossop Fri 1½d L **1871** 9d
Ripley Advertiser	Ripley Sat **1d** L **1864** 6d
Ripley and Heanor News	Ripley Fri ½d C **1889** 1s 2,500 guar

DEVONSHIRE

Ashburton Western Guardian	Ashburton I Wed **1d** **1882**
Bideford Weekly Gazette and Devon and Cornwall Advertiser	Bideford Tues **1d** Ind **1835** 1s 6d 3,000 guar See advt page 305
Brixham Western Guardian	Brixham Thur **1d** Ind **1882**

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Devonshire—*continued*

Chudleigh Weekly Express	Chudleigh Wed **1d** N C **1855** 6d d c
Church in the West	Plymouth Sat **1d** Ind **1883** 1s 6d Blocks
Crediton and North Devon Chronicle	Crediton Sat **1d** Ind **1881** 1s 9d
Daily Western Times	Exeter Daily Mon, Wed, Thurs and Sat, **½d** Tues and Fri, **1d** **1828** w **1866** d Daily insertion 9d Very large circulation NO blocks
Dartmouth & South Hams Chronicle	Dartmouth Fri **1d** L **1854**
Dartmouth Western Guardian	Dartmouth Thur **1d** **1882**
Dawlish Gazette	Dawlish Sat **1d** N **1897** 1s See advt page 319
Dawlish Times	Dawlish Fri **1d** N **1862** 1s 500 guar Blocks See advt page 319
Devon Congregational Mag.	Exeter Monthly **1898**
Devon and Exeter Daily Gazette	Exeter Daily Tues and Fri, **1d** Mon, Wed, Thurs and Sat, **½d** C **1772** 1s 9d NO blocks
Devon Evening Express	Exeter Daily (evening) **½d** L **1866** 1s 3d 120,000 guar NO blocks
Devon & Somerset Weekly News	Tiverton Thurs **1d** Ind **1873** 1s NO blocks
Devon Weekly Times	Exeter Fri **½d** L **1861** 1s 9d 14,000 guar NO blocks
Devonport Western Independent	Devonport Wed, **½d** Sat, **1d** Ind **1809** Blocks
East and South Devon Advertiser	Newton Abbot Sat **1d** Ind **1863** 1s 3,000 Blocks
Exeter Evening Post	Exeter Daily (evening) **½d** U **1763** daily, **1885** evening 2s 6d
Exmouth Chronicle	Exmouth Sat **1d** L **1882**
Freeman's Exmouth Journal	Exmouth Sat **1d** C **1862** 1s 6d
Holsworthy, Stratton, and Bude Post	Launceston Sat **1d** L **1877** 6d
Ilfracombe Chronicle and North Devon News	Ilfracombe Sat **1d** L **1860** 9d Blocks See advt page 340
Ilfracombe Gazette and Observer Arrival List	Ilfracombe Tw Tues and Fri **1d** N **1854** 1s 6d Blocks
Kingsbridge Gazette	Kingsbridge Fri **1d** C **1854**
Kingsbridge Journal	Kingsbridge Fri **1d** L **1866** Blocks
Lynton and Lynmouth Recorder	Lynton Tues **1d** N **1874** 10d Blocks See advt page 352
Mid-Devon & Newton Times	Newton Abbot Sat **1d** L **1893** 9d NO blocks
Naval and Military Record and Royal Dockyard Gaz.	Plymouth Wed **2d** Ind **1886** 2s 9d
Newton Abbot Western Guardian	Newton Abbot Wed **1d** Ind **1882**

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Devonshire—*continued*

Newton News & Directory	Newton Abbot Monthly **2d** N **1888**
North Devon Herald	Barnstaple Tw Mon, **½d** Thurs, **1d** Ind C U **1870** 1s 6d 5,000 Blocks
North Devon Journal	Barnstaple Thurs **1d** L **1824**
Okehampton Herald	Barnstaple Weekly **½d** **1900**
Paignton Echo & Observer	Paignton Thurs **1d** N **1891** 1s 2,000 Blocks
Plympton Gazette	Plympton Thurs **1d** N **1894**
Salcombe Times	Salcombe Sat **1d** N **1879** 1s
Sidmouth Observer and Visitors' List	Sidmouth Wed **1d** Ind **1887** 8d Blocks
Sidmouth Herald and Directory	Sidmouth Sat **1d** C **1849**
South Devon Gazette	Kingsbridge Sat **½d** C **1876** 1s 3d
South Molton Gazette	South Molton Sat **1d** Ind **1872** 1s 6d
Tavistock Gazette	Tavistock Fri **1d** L **1857** 1s
Teignmouth Gazette	Teignmouth Wed **1d** N **1830** 9d
Teignmouth Post and Visitors' List	Teignmouth Fri **1d** N **1830** 4d 600 up Blocks
Teignmouth Times and Directory	Teignmouth Fri **1d** N **1855** 1s 6d
Teignmouth Western Guardian	Teignmouth Wed **1d**
Tiverton Gazette and East Devon Herald	Tiverton Tues **1d** Ind **1858** 1s
Torquay Directory and S. Devon Journal	Torquay Wed **1d** N **1839** 1s 6d NO blocks
Torquay Times	Torquay Fri **1d** L **1865** 1s 6d NO blocks
Torrington Chronicle	Torrington Sat **1d** U **1884** Blocks
Totnes Times & Devon News	Totnes Sat **1d** Ind **1860** 9d
Trewman's Exeter Flying Post	Exeter Thur **½d** C **1763** 2s 6d 26,000 Blocks
Western Daily Mercury	Plymouth Daily **1d** L **1860** 1s 9d 10,000
Western Evening Herald	Plymouth 5 editions Daily (Evening) **½d** Ind **1895** 1s 6d
Western Express	Bideford Tues & Sat **1d** U **1876**
Western Guardian	Totnes Wed **1d** Ind **1882** 6d NO blocks
Western Independent	Plymouth and Devonport 3 editions (Sat & Sun) **1d** Ind **1809** 1s 6d 20,000 Blocks
Western Morning News	Plymouth Daily **1d** Ind **1860** 1s 9d each for 78 insertions
Western Observer	Tiverton Thur **½d** Ind **1875** 1s 3d
Western Weekly Mercury	Plymouth Sat **1d** Ind **1879** 1s 3d Blocks
Western Weekly News	Plymouth Fri & Sat **1d** Ind **1861** Blocks

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DORSETSHIRE

Bridport News	Bridport Fri **1d** Ind **1855** 5,000 Blocks
Child of St. Mary's Own Journal	Blandford Monthly **1d**
Dorset County Chronicle & Somersetshire Gazette	Dorchester Thur **1d** C **1821** 1s 6d NO blocks
Dorset & Somerset Standard	Sherborne Thur **½d** Ind **1853** 1s 5,000
Lyme Regis Mirror, Charmouth, Upline, etc., Advertiser	Lyme Regis Sat **1d** N **1878** 1s 6d Blocks
Poole and Dorset Herald	Poole Thur **1d** N **1846** 1s In series of 6 papers Blocks
Southern Guardian	Blandford Sat **1d** Ind **1856** See "Bournemouth Guardian"
Southern Times and Dorset County Herald	Weymouth Sat **1d** C **1852** 1s 10,000
Swanage and Wareham Guardian	Swanage Sat **1d** N **1885** See "Bournemouth Guardian"
Weymouth, Portland, and Dorchester Telegram	Yeovil Fri **1d** L **1860** 1s
Weymouth Weekly Journal	Sat **1d** **1892**

DURHAM

Auckland Chronicle	Bp. Auckland Thurs **1d** L **1866** 4 lines 1s, 3d per line after NO blocks
Auckland Times & Herald	Bp. Auckland Fri **1d** Ind **1854** 1s 6d 5,000
Consett Chronicle	Consett Thurs **1d** L **1883**
Consett Guardian	Consett Fri **1d** L **1860** 1s 10,000
Cyclist Magazine	Bp. Auckland
Darlington and Stockton Times	Darlington Sat **1d** Ind **1847** 2s 21,000 guar NO blocks
Durham County Advertiser	Durham Fri **1d** C **1814** 1s 6d 12,000 guar NO blocks
Durham Chronicle & County Gazette	Durham Thurs **1d** L **1820** 1s 3d 11,000 guar NO blocks
Durham University Journal	Durham **6d** 20s page **1876** 800
Gateshead Echo	Gateshead Fri **½d** **1889** 10,000
Hartlepool Daily Shipping List	W. Hartlepool Daily **1d** N **1875**
Hartlepools Borough Weekly Advertiser	W. Hartlepool Thurs **Gratis** N **1898** 1s 10,000 guar Blocks
Jarrow Express	Jarrow Fri **1d** Ind U **1870** 1s Blocks See advt page 345
Jarrow Guardian & Tyneside Reporter	Jarrow Fri **1d** L **1872** 2d per line Blocks
North Star	Darlington Daily **½d** C **1880** NO blocks

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Durham—*continued*

North Yorkshire & South Durham Cyclist Magazine	Bp. Auckland **1901**
Northern Daily Guardian	W. Hartlepool 4 editions (daily) U **1891** 2s
Northern Daily Mail	W. Hartlepool Daily (evening) ½d L **1877** 6d (78 insertions) NO blocks
Northern Echo	Darlington Daily ½d L **1869** 1s 6d (78 insertions) 20,000
Seaham Weekly News	Seaham Harbour Fri **1d** C **1860** 1s 9d Blocks
Shields Daily Gazette and Shipping Telegraph	Shields Daily **1d** L **1855—1849** 1s 6d 20,000 Blocks
Shields Daily News	Shields Daily (evening) ½d L **1864** 1s 6d
Shields Free Press and Advertiser	Shields ½d I **1891** 10d 7,000 Blocks
South Durham & Cleveland Mercury	Darlington Fri **1d** L **1851** 1s
Stockton & District Advertiser	Stockton-on-Tees **Gratis** **1896** 5,000
Stockton & Thornaby Herald	Stockton Sat **1d** L **1856** 1s 5,000
Sunderland Daily Echo	Sunderland Daily (evening) ½d L **1873** 2s 22,000 NO blocks
Sunderland Daily Shipping News	Sunderland Daily (morning) **1d** N **1865** NO blocks
Sunderland Herald & Daily Post	Sunderland Daily (evening) ½d U **1831** 1s (78 insertions) NO blocks
Sunderland Weekly Echo and Times	Sunderland Sat **1d** L **1837** 2s 8,000 Blocks
Teesdale Mercury, South Durham, North York & Westmorland Advertiser	Barnard Castle Wed **1d** Ind **1854** 1s
Weekly Journal	Hartlepool Thur ½d **1901**

ESSEX

Braintree and Bocking Advertiser	Braintree Wed **1d** Ind **1859** 1s 3d Blocks
Braintree Gazette	Braintree Fri **1d** U **1857**
Clacton-on-Sea Graphic and E. Coast Illustrated News	Clacton-on-Sea Fri **1d** N **1878**
Colchester Gazette	Colchester Wed **1d** C **1814** 6d Blocks
Colchester Mercury	Colchester Fri **1d** Ind **1867** 1s 3d
East Essex Advertiser and Clacton News	Clacton Sat **1d** N **1889** 1s NO blocks
Eastern Counties Times & Ilford Mercury	Ilford Sat **1d** Ind **1893** 1s 6d 8,000 Blocks
East Ham Recorder	Ilford Sat **1d** N **1898** 6d in 3 papers
Epping Advertiser	High Street, Epping Sat ½d N **1896** 9d 1,000

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Essex—*continued*

Epping Gazette	Epping Sat **1d** **1887**
Essex Courier	Stratford, E. Sat **1d** C **1869**
Essex County Chronicle	Chelmsford Fri **1d** Ind **1764** 1s 3d NO blocks
Essex Guardian	Ilford Sat **1d** N **1894** 10d 8,000 Blocks
Essex Herald	Chelmsford Tues **1d** Ind N **1800**
Essex & Halstead Times	Halstead Fri & Sat **1d** L **1861** 2,000
Essex Independent	Chelmsford Tri Mon, Wed, and Sat **1d** N Ind **1852** 1s 3d
Essex Newsman	Chelmsford Sat ½d N **1870** 10d Blocks
Essex County Standard	Colchester Fri & Sat **1d** C **1831** 1s 3d
Essex and Suffolk News	Colchester Fri **1d** C **1857**
Essex Telegraph	Colchester Tw Tues & Sat **1d** L **1858** 1s 3d
Essex Times	Romford Tw Wed & Sat **1d** Ind **1857** See "Stratford Express"
Essex Weekly News	Chelmsford Fri **1d** N **1862** 1s 6d 26,500 guar
Grays and Tilbury Gazette	Grays Sat ½d N **1881**
Halstead and Coine Valley Gazette	Halstead Fri **1d** U **1857**
Harwich and Dovercourt Free Press	Harwich Sat ½d C **1877** 6d
Harwich and Dovercourt Newsman	Harwich Sat ½d N **1870** 2,200
Ilford Guardian	Ilford Fri **1d** Ind **1898** 1s 6d
Ilford Recorder	Ilford Sat **1d** N **1898** 6d 2,200 Blocks (for 3 papers—see Wanstead)
Loughton & District Advertiser	Loughton Sat **1d** **1886**
Loughton Gazette	Epping Sat ½d **1901**
Maldon Express	Chelmsford Sat ½d N **1872** 10d Blocks
Ongar Gazette	Epping Sat ½d **1901**
Saffron Walden Weekly News	Saffron Walden Fri **1d** Ind **1889** 2s See "Cambridge Weekly News"
Southend Echo	Southend-on-Sea Wed **1d** Ind **1892**
Southend Observer	Southend-on-Sea Thurs **1d** C **1870**
Southend Standard & Essex Weekly Advertiser	Southend-on-Sea Thurs **1d** L **1871**
Walton Gazette & Visitors' List	Walton-on-the-Naze Wed **1d** N **1878**
Walton News and Coast Times	Walton-on-the-Naze Sat **1d** Ind **1889**
Wanstead Express	High Street, Leytonstone **1d** Fri Ind **1876** See "Leytonstone Express"
Wanstead Recorder	Ilford Sat **1d** N **1898** 6d For 3 papers —see East Ham 1,500 Blocks
Weekly Telegraph	Waltham Abbey Fri **1d** N **1863**

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Essex—*continued*

Woodford Express and Independent	Leytonstone Fri **1d** Ind **1876**
Woodford Mail	South Woodford Sat **½d** N **1897**
Woodford Times	Woodford Green Fri **1d** Ind **1867** 9d

GLOUCESTERSHIRE

British Advertiser	2 Queen Anne Buildings Monthly **1902** See advt page 72
Bristol Athletic News	Bristol Daily **2d** N **1889**
Bristol Catholic News	Bristol Sat **1d** N **1895** 4d per line
Bristol Evening News	Bristol Daily (evening) **½d** Ind **1877** 9d per inch (each for 78 insertions)
Bristol Echo	Bristol **½d** L
Bristol Guardian	Bristol Weekly **½d** Ind C **1897** 1s 2d
Bristol Magpie	Bristol Wed **1d** **1881** See advt page 307
Bristol Mercury	Bristol Daily **1d** L **1790** 1s 3d Blocks
Bristol Observer	Bristol Sat **1d** (illus) L **1859** 3s 6d
Bristol Times & Mirror	Bristol Daily **1d** C **1713** 1s 3d D c blocks
Bristol Times Weekly	Bristol Sat **2d** C **1713** 1s 3d D c blocks
Bristol Weekly Mercury	Bristol Sat **1d** **1878**
Bristol Western Daily Press	Bristol Daily **1d** L Ind **1858** 1s per inch for 78 insertions
Cheltenham Chronicle	Cheltenham Sat **1d** C **1809** 1s 9d
Cheltenham Examiner	Cheltenham Wed **2d** N **1839** 1s 6d
Cheltenham Free Press & Cotswold News	Cheltenham Fri **1d** L **1834** 1s
Cheltenham Looker-On	Cheltenham Sat **3d** C **1833** 2s 6d NO blocks
Cheltenham Mercury	Cheltenham Fri **1d** Ind **1854** 6d
Clifton Chronicle & Directory	Bristol Wed **1d** N **1850** 1s Blocks
Clifton & Redland Free Press	Bristol Fri **½d** N **1889** 1s 6d Light blocks 4,000 week
Clifton Society	Bristol Thurs **1d**
Dean Forest Guardian	Coleford Thurs **1d** C **1874** 4d 3,100 Blocks
Dean Forest Mercury	Cinderford Fri **1d** L **1872**
Dursley, Berkeley & Sharpness Gazette	Dursley Sat **1d** N **1878** 6d 4,000 cert
Gloucester Citizen	Gloucester Daily (evening) **½d** Ind **1876** 4s per inch per week of 13 weeks
Gloucester Journal	Gloucester Sat **1d** L **1722** 1s 6d
Gloucester Standard	Gloucester Sat **1d** C **1869** 2s See advt page 332
Gloucestershire Chronicle	Gloucester Sat **1d** C **1833**
Gloucestershire Echo	Cheltenham Daily (evening) **½d** Ind **1873** 1s (for 52 insertions)
Horfield and Bishopston Record	Bristol Sat **½d** N **1897** 4,500

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Gloucestershire—*continued*

Lydney Observer	Lydney Fri (2 editions) ½d and 1d Ind **1873**
Provincial News	Lydney Fri (2 editions) ½d and 1d **1854**
South Gloucester Chronicle	Thornbury Weekly **1d** N **1899**
Stroud Journal	Stroud Fri **1d** R **1854** 4,500
Stroud News	Stroud Fri **1d** C U **1867** 8d 5,000 Blocks
Tetbury Advertiser and Malmesbury Chronicle	Tetbury Monthly **1d** C **1879**
Tewkesbury Register	Tewkesbury Sat **1d** C **1858** 1s 6d 1,000 guar
Tewkesbury Weekly Record	Tewkesbury Sat **1d** L **1855** 9d
Thornbury Gazette	Thornbury Sat **1d** N **1898**
Western Counties Graphic	Bristol
Western Daily Press	Refer to Bristol Morning **1d** L **1858**
West of England Observer and South Wales Chron.	Lydney Fri **1d** and ½d N **1875**
West Gloucester Gazette	Cinderford Fri **1d** L **1872**
Wilts and Gloucestershire Standard	Cirencester Sat **1d** C 8,000 guar **1837**
Wotton-under-Edge Gazette	See "Dursley Gazette"

HAMPSHIRE

Aldershot Gazette	Farnham Sat **1d** N **1859** See "Surrey and Hants News"
Aldershot Military Gazette (Sheldrake's)	Aldershot Sat **1d** C **1859**
Aldershot Military Mail	Aldershot See advt page 356
Aldershot News	Aldershot Fri **1d** Ind **1894** 1s for 52 insertions 12,000 NO blocks
Alton Mail	Alton Fri **1d**
Andover Advertiser	Andover Fri **1d** N **1857** 6,000 guar
Blandford and East Dorset Herald	Bournemouth (Series of 6) Thurs N **1855** 1s 6d
Bournemouth Daily Echo	Bournemouth Evening ½d
Bournemouth Guardian	Tw Tues, **1d** Sat, **1d** Ind **1883** 1s 6d For "series" 5 papers
Bournemouth Observer	Bournemouth Wed **1d** C **1875** 1s
Bournemouth Visitors' Directory	Bournemouth Tw Wed, **1d** Sat, **1d** N **1853** 1s 6d Blocks, Wed
Branksome Guardian	Bournemouth Fri for Sat **1d** I **1856**
Christchurch Times	Christchurch Sat **1d** L **1855** 1s Blocks
Eastleigh Weekly News	Eastleigh Fri **1d** Ind 1,500 **1892**
Evening News	Portsmouth Daily (evening) ½d L **1877**
Hampshire Advertiser	Southampton Tw Wed, **1d** Sat, **2d** C **1823**
Hampshire Chronicle	Winchester Sat **2d** N **1772**

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Hampshire—*continued*

Hampshire Herald	Alton Sat **1d** C **1886**
Hampshire Independent	Southampton Sat **1d** N **1835**
Hampshire Observer	Winchester Sat **1d** N **1877** 10d NO blocks
Hampshire Post & Sussex Observer	Portsmouth Fri **1d** Ind **1874** 2s
Hampshire Telegraph and Sussex Chronicle	Portsmouth Sat **2d** L **1799**
Hants and Berks Gazette	Basingstoke Sat **1d** Ind **1878** 7d 6,500 guar
Hants & Sussex Co. Press	Havant Fri **1d** Ind **1894** 1s
Hants and Sussex News	Petersfield Wed **1d** N **1833** 8d
Lymington & South Hants Chronicle	Lymington Thurs **1d** N **1858** Blocks See "Poole Herald," Dorsetshire
Observer and Chronicle for Hants and Dorset	Bournemouth Sat **1d** C **1881** 1s
Petersfield Express & East Hants Journal	Petersfield Tues **1d** C **1864**
Poole Guardian	Bournemouth Sat **1d** I **1856**
Poole & Dorset Herald	Bournemouth Thurs **1d** **1846**
Portsmouth Free Press	Fri **Gratis** 1900
Portsmouth and Southsea Amusements	Portsmouth Monday **1d** **1894**
Portsmouth Times	Portsmouth Sat **1d** C **1850** 2s 3d for 13 insertions 25,000 Blocks
Ringwood Chronicle	Bournemouth Thurs **1d** N Blocks See "Poole Herald," Dorsetshire
Southampton Observer and Hampshire News	Southampton Sat **1d** C **1867** 1s 6d
Southampton Times	Southampton Sat **1d** L **1860** 1s 6d 16,500
Southern Daily Mail	Portsmouth Daily (evening) **½d** C **1884**
Southern Echo & Bournemouth Telegraph	Southampton Daily (evening) **½d** N **1891**
Southern Referee	Southampton "Athletic News" Sat **1d**
Swanage Guardian	Bournemouth Fri **1d**
Wimborne Guardian	Bournemouth Sat **1d** N **1888**
Wimborne Herald	Bournemouth Thurs **1d** N **1856**

HEREFORDSHIRE

Bromyard News	Bromyard Thurs **1d** N **1833** 6d 650
Bromyard Record	Bromyard Thurs **1d** N **1897** 5d 1,000 Blocks
Hereford Journal	Hereford Sat **1d** C **1713** 1s 6d
Hereford Mercury	Hereford Wed **1d** Ind **1770** 1s
Hereford Times	Hereford Sat **2½d** L **1832** 2s 6d
Hereford Weekly Marvel	Hereford Sat **1d** C **1869** 6d

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Herefordshire—*continued*

Kington Gazette and Radnorshire Chronicle	Kington Tues **1d** Ind **1864** 6d
Ledbury Free Press	Ledbury Tues **1d** N **1869**
Ledbury Reporter	Ledbury Sat **1d** N **1896**
Leominster Mail and Chronicle	Leominster Fri **1d** N **1897** 6d 900 Blocks See advt page 352
Leominster News	Leominster Fri **1d** N **1860** 10d
Ross Gazette	Ross Thurs **1d** N **1867** 9d

HERTFORDSHIRE

Boxmore Herald and Apsley Times	Hemel-Hempstead
Harpenden Gazette	St. Albans Wed **½d** Ind **1897** (series of 3 papers)
Harpenden Mail	Harpenden Fri **1d** U 4s inch
Hatfield Gazette	St. Albans Wed **½d** Ind **1898** (series of 3 papers)
Hemel-Hempstead Gazette	Hemel-Hempstead Sat **1d** Ind **1858**
Hemel-Hempstead Reporter	**1901**
Hertfordshire Express	Hitchin Fri **1d** N **1855** (series 3 papers)
Hertfordshire Mercury and County Press	Hertford Sat **1d** L **1834** 1s 3d 5,750
Hertfordshire Standard	St. Albans Fri **1d** U **1877** 2s
Herts. Advertiser	St. Albans Fri **1d** N **1855** 2s Blocks
Herts. and Beds. Journal	Hitchin Fri **1d** C **1873** 6d Blocks
Herts. and Cambs. Reporter	Royston Fri **1d** N **1855** 3,500 cert
Herts. and Essex Observer	Bp. Stortford Fri **1d** Ind **1861** 1s 8,000 Blocks
Herts. Guardian	Hertford Thurs **1d** N **1851** 1s Blocks
Herts. Leader	Watford Tues **½d** N **1894** 1s
Paternoster's Monthly Advertiser	Hitchin **Gratis** **1853** 1s inch
Rickmansworth News	Rickmansworth Wed **½d** N **1894**
Royston Weekly News	See "Cambridge Weekly News"
St. Albans Gazette	St. Albans Wed **½d** Ind **1895** (series of 3 papers) See advt page 373
Watford Observer	Watford Fri **1d** N **1883** 1s 9,000 guar
Watford and West Herts. Post	Watford Fri **1d** N **1887**
West Herts. Observer	Watford Fri **1d**

HUNTINGDONSHIRE

Huntingdon Advertiser	Huntingdon Fri **1d** Ind **1876** See "Cambridge Times"
Huntingdonshire Herald	Huntingdon Fri **1d** L **1807** See "Cambridge Ind Press"

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Huntingdonshire—*continued*

Huntingdonshire Post	Huntingdon Fri **1d** U **1869**
Huntingdonshire Standard	Huntingdon Fri **1d** C **1872**
Hunts. Chronicle	See "Cambridge Weekly News"
Hunts. County News and St. Ives Times	Huntingdon Fri **1d** L **1886** 1s 3d
Ramsey Observer and N. Hunts. Herald	Ramsey Fri **1d** Ind **1897** (series of 5 papers) See "Peterborough Express"
St. Ives Chronicle	See "Cambridge Weekly News"
St. Neots Advertiser, Hunts. and Beds. News	St. Neots Fri **½d** N **1878** 6d Blocks
St. Neots Chronicle	(See "Hunts. County News")
St. Neots Free Press	St. Neots Monthly **Gratis** **1901**

KENT

Canterbury Journal	Canterbury Sat **1d** N **1833**
Chatham News	Chatham Fri **1d** Ind **1859** 2s
Chatham Observer	Chatham Fri **1d** L **1870** 2s
Cheriton News and Advertiser	Folkestone Thurs **1d**
Chislehurst Times	Sidcup Fri **1d** Ind **1881** 1s (in series of 4 papers) Blocks
Dartford Chronicle	Dartford Mon **½d** Ind **1869** 1s (in series of 3 papers) Blocks
Dartford Express	Dartford Fri **1d** L **1872**
Dartford and West Kent Advertiser	Dartford Sat **1d** C **1876**
Deal Chronicle	Deal Fri **1d** Ind **1874**
Deal, Walmer and Sandwich Mercury	Deal Sat **1d** C **1865** 6d
Deal Paper and East Kent Advertiser	Deal Fri **1d** Ind **1892** See advt page 323
Dover and County Chronicle	Dover Fri **1d** C **1836**
Dover Express and East Kent News	Dover Fri **1d** L **1858**
Dover Observer	Dover Sat **1d** U **1894**
Dover Standard	Dover Fri **1d** C **1872** 4,000
Dover Telegraph and Continental Traveller	Dover Tues **1d** C **1832**
East Kent Advertiser and Walmer News	Deal Fri **1d** **1891** See advt page 323
East Kent Gazette	Sittingbourne Fri **1½d** Ind **1854**
East Kent Times	Ramsgate Wed **1d** C **1866** See advt page 322
Eltham and District Times	Sidcup Fri **1d** Ind **1881** 1s (in series of 4 papers) Blocks
Faversham Mercury	Faversham Sat **1d** C **1860**
Faversham and North-East Kent News	Faversham Sat **1d** N **1883** 7d 2,000 Blocks

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Kent—*continued*

Folkestone Chronicle and Observer	Folkestone Sat **½d** Ind **1855** 1s 3d Blocks See advt page 327
Folkestone Daily News	Folkestone Evening **1d**
Folkestone Express	Folkestone Tw Tues and Fri, **1d** N **1866** 1s 4,500 guar Blocks
Folkestone Herald	Folkestone Sat **1d** C **1890** 1s 6d 4,000 guar See advt page 329
Folkestone Searchlight	Folkestone Wed **1d** **1898**
Folkestone Telegraph and Review	Folkestone Wed **1d** N **1898**
Folkestone Up-to-Date	Folkestone Sat **1d** L **1893**
Folkestone, Hythe, etc., Reporter and Visitors' List	Hythe Sat **1d** Ind **1882** 1s 3,500 Blocks
Gravesend and Dartford Reporter	Gravesend Fri **1d** L **1856**
Gravesend and Northfleet Standard	Gravesend Fri **1d** C **1864** 40,000 See advt page 329
Herne Bay Argus	Herne Bay Fri **1d** C **1890**
Herne Bay Gazette and Whitstable Post	Herne Bay Sat **1d** **1900**
Herne Bay Press	Herne Bay Sat **1d** N **1883** 1s 3d 1,500 NO blocks
Hythe and Sandgate Advertiser	Hythe Fri **1d** N **1884**
Hythe Sentinel	Folkestone Sat **1d**
Keble's Margate and Ramsgate Gazette	Margate Fri **1½d** C **1870**
Kent County Standard	Maidstone Sat **1d** N **1873** 2s
Kent and Essex Globe	Gravesend Tues **½d** Ind **1898**
Kent County Examiner and Ashford Chronicle	Ashford Thurs **1d** N **1884** 1s 9d
Kent Herald	Canterbury Thurs **1d** L **1792** 1s 6d
Kent Mail	Lewes Tri Tues and Fri, **1d** Sat, **2d** C **1839**
Kent Messenger and Maidstone Telegraph	Maidstone Fri, Sat and Wed **1d** N **1859** 2s Blocks See advt page 346
Kent and Sussex Courier	Tunbridge Wells Fri **1d** C **1875** 2s 6d 15,000 NO blocks See advt page 345
Kent and Sussex Post	Hawkhurst Fri **1d** C **1881** 6d 1,250 Blocks
Kent Times and Chronicle	Maidstone Sat **1d** C **1889** 1s 6d
Kentish Chronicle	Canterbury Sat **1d** L **1768**
Kentish District Times	Sidcup See advt page 346
Kentish Express	Ashford Fri **1d** N **1855** 2s 6d 35,000 guar Blocks
Kentish Gazette and Canterbury Press	Canterbury Fri **1d** Ind **1717**
Kentish Observer	Canterbury Tw Thur, **1d** Sat, **1d** C **1833**

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Kent – *continued*

Kentish Telegram	Deal Wed **1d** L **1858**
Maidstone and Kentish Journal	Maidstone Tw Thur, **1d** Sat, **1d** C **1786** 2s
North-East Kent Times	Sittingbourne Weekly **1900**
Northfleet and Swanscombe Chronicle	Dartford Mon **½d** I **1895**
Northfleet and Swanscombe Standard	Gravesend Fri **½d** **1896**
Oxford Shorthand Chronicle	Dover Monthly **4d** **1890**
Pullen's Kent Argus	Ramsgate Sat **1d** Ind **1873** 1s
Rochester and Chatham Journal	Rochester Fri **1d** U **1854** 6d
Rochester and Chatham Standard	Rochester Wed **½d** Ind **1889** 1s
St. Mary Cray & Orpington Times	Sidcup Fri **1d** Ind **1881** 1s Blocks See "Eltham and Sidcup Times"
St. Mary Cray & Swanley Express	Bexley Heath Fri **1d** N **1888**
Sandwich Advertiser	Sandwich Sat **½d** Ind **1874** See advt page 370
Sevenoaks Chronicle	Sevenoaks Fri **1d** C **1877** 6d 2,000 Blocks
Sevenoaks Express	Lewes Tues **1d** C **1883** See "Kent Mail"
Sevenoaks Telegraph	Maidstone Fri **1d** N **1886** See "Kent Messenger"
Sheerness Guardian	Sheerness Fri **1d** Ind **1858**
Sheerness Times	Sheerness Fri **1d** Ind **1868** 8d
Sidcup and District Times	Sidcup Fri **1d** I **1881** 1s 3d See "Eltham Times"
Simson's Weekly News	Broadstairs Sat **1d** Ind **1893** 6d 3,500 Blocks
South Eastern Gazette	Maidstone Tw Tues, **2d** Sat, **1d** Ind **1815**
Thanet Advertiser	Ramsgate Sat **1d** L **1859**
Thanet Guardian	Margate Sat **1d** N **1866**
Thanet Times	Margate Fri **1d** N **1896**
Tonbridge, etc., Free Press	Tonbridge Sat **1d** Ind **1869** 1s
Tonbridge and Sevenoaks Standard	Tonbridge Fri **1d** C **1889**
Tonbridge Telegraph	Tonbridge Sat **1d** L **1863**
Tonbridge Weekly Express	Tonbridge **1862**
Tunbridge Wells Advertiser	Tunbridge Wells Fri **1d** N **1881** 1s 6d
Tunbridge Wells Express	Lewes Tues **1d** C **1862** See "Kent Mail"
Tunbridge Wells Gazette	Tunbridge Wells Wed **1d** Ind **1828** Blocks
Tunbridge Wells Journal	Lewes Thur **1d** L **1862**

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Kent—*continued*

Tunbridge Wells Standard	Tunbridge Wells	Fri	**1d**	C	**1866**
Westerham Herald	Westerham	Sat	**1d**	N	**1882**
Whitstable Press	Whitstable	Fri	**1d**	I	**1901**
Whitstable Times	Faversham	Sat	**1d**	N	**1864**

LANCASHIRE

Accrington Advertiser — Accrington Tw Tues and Fri ½d Ind **1889**

Accrington Division Gazette — Accrington Sat **1d** C **1881** 6d 7,000 Blocks See advt page 296

Accrington Observer and Times — Accrington Tw Tues and Sat **1d** L **1866** Tues, 9d Sat, 1s 6d (Series of 6 papers) Blocks

Adlington Chronicle — Adlington Sat **1d** Ind **1889**

Albion — Ashton-under-Lyne Monthly **1d**

Albion Church Record — Ashton-under-Lyne 21s page Monthly **1d**

Altrincham and Bowdon Guardian — Tues and Fri **1d** **1862**

Altrincham Division Chron. — Manchester Sat **1d** L **1887** "See S Manchester Chronicle" (Series of 5 papers)

Ashton Evening Reporter — Ashton-under-Lyne Daily (evening) except Fri and Sat ½d N **1876**

Ashton Evening Standard — Oldham Daily (evening) except Sat ½d C **1877**

Ashton-under-Lyne Herald — Ashton-under-Lyne Fri 1½d C **1888** 1s 6d (Series of 5 papers)

Ashton-under-Lyne Railway Time Tables and Post Office Guide — Monthly **1d**

Ashton-under-Lyne Reporter — Ashton-under-Lyne Fri 1½d L **1855** (Series of 4 papers)

Ashton Standard — Oldham Sat 1½d C **1858** (Series of 5 papers)

Ashton-in-Makerfield Mercury — Ashton-in-Makerfield Sat ½d N **1895** 1s

Bacup Times — Bacup Sat **1d** L **1865** 2s 7,000 Blocks

Barrow-in-Furness Daily Telegram — Barrow ½d **1892**

Barrow Herald — Barrow-in-Furness Tri Tues & Thurs, ½d Sat, **1d** U **1863** 6d 15,000 weekly Blocks

Barrow News — Barrow-in-Furness Sat **1d** L **1881** (Series of 7 papers)

Northern Daily Telegraph — Blackburn 60,000 ½d

North-Western Daily Mail — Barrow-in-Furness Daily 4 to 6 editions ½d L **1897**

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Lancashire—*continued*

Blackburn and District Advertiser	Blackburn Fri 1s 6d **Gratis** N **1890**
Blackburn Catholic News	Blackburn Sat **1d** N **1893** 4d per line
Blackburn Weekly Telegraph	Blackburn Sat **1d** L 60,950 **1899** 2s 6d
Blackburn Sports Telegraph	Blackburn Sat **½d** N **1897** 2s 45,000 Blocks
Blackburn Times	Blackburn Sat **1d** L **1854** 1s 6d 16,500 Blocks
Blackburn Standard and Express	Blackburn Sat **1d** C **1832**
Blackley and Harpurhey Guardian	Sat **1d** **1877** 8,000
Blackpool Gazette & News	Blackpool, Fleetwood, Lytham, St. Annes, etc. Tw Tues, **½d** Fri, **1d** C **1873** 1s 3d Blocks
Blackpool Herald & Fleetwood Chronicle	Blackpool Tw Tues and Fri, **1d** Ind **1843** See advt page 307
Blackpool Journal	Blackpool **1900** 5,000
Blackpool Times and Hide Observer	Blackpool Tw Wed and Sat **1d** L **1877** 1s 6d
Blackpool Visitor and Programme	Blackpool Sat **1d** (illus) N **1893** 1s (per season of 5 months)
Bolton Catholic Herald	Bolton Fri **1d** N **1888** 4d per line
Bolton Daily Chronicle	Bolton Daily (except Sat) **½d** C **1870** 9d
Bolton Evening News	Bolton Daily (evening) **½d** L **1867** 2s 6d
Bolton Weekly Chronicle	Bolton Sat **2d** C **1824** 2s 6d
Bolton Journal and Guardian	Bolton Fri **1d** L **1871** 2s 6d (Series of 6 papers)
Bolton Review	15 Fold Street, Bolton
Bootle Times	Bootle Sat **1d** I **1876** 1s 6d (in 3 papers) See advt page 304
Burnley Express	Burnley Tw Wed, **½d** Sat, **1d** C **1852** 1s
Burnley Gazette	Burnley Tw Wed, **½d** Sat, **1d** L **1863**
Burnley Pioneer	Burnley Monthly **Gratis** **1896**
Bury Advertiser	Bury Fri **½d**
Bury Guardian	Bury Sat **1d** C **1857** 1s 6d
Bury Times	Bury Tw Wed, **½d** Sat, **1d** L **1855**
Carnforth Weekly News	Barrow-in-Furness Thurs **1d** L **1894**
Catholic News	Preston Sat **1d** L **1892** See "Barrow News"
Chorley Guardian	Chorley Sat **1d** Ind **1871**
Chorley Standard	Chorley Sat **1d** I **1864** 6d
Clitheroe Advertiser	Clitheroe Fri **½d** N **1885** 5d 3,000 Blocks
Clitheroe Times	Clitheroe Fri **½d** Ind **1888** 6d

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Lancashire —*continued*

Colne and Nelson Times	Colne Fri **1d** L **1873** 6d NO blocks
Colne Observer	Colne Fri **1d** L **1898** 8d Blocks
Comrades	Ashton-under-Lyne Monthly **1d** **1896**
Crewe Guardian	Crewe Tues and Fri **1d** **1863**
Daily Despatch	Manchester **½d** **1900**
Dalton News	Barrow-in-Furness Sat **1d** L **1892** See "Barrow News"
Darwen Gazette	Darwen Sat **1d** C **1885**
Darwen Weekly Advertiser	Darwen Fri **½d** N **1892** 9d 8,250 guar
Darwen News	Darwen Tw Wed, **½d** Sat, **1d** L **1874**
Dukinfield Herald	Ashton-under-Lyne Fri **1½d**
Earlestown and Newtown Examiner	Warrington Fri **1d** L **1882** See "Warrington Examiner"
East Liverpool Magazine	Liverpool Monthly **1d** **1900** 3,000 See advt page 322
Eccles Advertiser	Eccles Fri **1d** N **1853** 1s
Eccles and Patricroft Journal	Eccles Fri **1d** L **1874** "Lancashire Journal" series
Farnworth Journal and Observer	Farnworth Fri **1d** L **1860**
Fleetwood Chronicle	Fleetwood Tw Tues, **1d** Fri, **1d** Ind **1843** See "Blackpool Herald"
Fleetwood Express	Fleetwood Tw Wed, **1d** Sat, **1d** L **1877**
Formby Newspaper	Formby Fri **1d** Ind **1897**
Formby Times	Formby Weekly
Garston Weekly News	Widnes Sat **1d** Ind **1885** 6d 1,500 Blocks
Garston and Woolton Reporter	Garston Sat **1d** C **1881** See "St. Helens Reporter"
Gorton, Openshaw, etc., Reporter	Ashton-under-Lyne Sat **1½d** L **1855** See "Ashton Reporter"
Gorton and Openshaw Herald	Gorton Fri **1½d** **1900**
Grange and Cartnel News	Barrow-in-Furness Sat **1d** L **1892** See "Barrow News"
Haslingden Guardian	Haslingden Fri **1d** L **1890**
Haslingden Gazette	Accrington Sat **1d** C **1862** See "Accrington Gazette"
Heywood Advertiser	Heywood Fri **1d** L **1855** 9d
Heywood News	Heywood Fri **1d** C **1892** 1s
Horwich Chronicle	Horwich Sat **1d** Ind **1888**
Knutsford Division Chron.	Manchester Sat **1d** L See "South Manchester Chronicle" (Series of 5 papers)
Lancs. Daily Post	Preston Daily **½d** L **1886** 60,000
Lancaster Guardian	Lancaster Fri **1d** L **1837** 1s
Lancaster Observer and Morecambe Chronicle	Lancaster Fri **1d** Ind **1860** 1s 6d
Lancaster Standard and County Advertiser	Lancaster Fri **1d** C **1893** 8d

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Lancashire—*continued*

Leigh Chronicle	Leigh Fri **1d** N **1852** 9d
Leigh Journal and Times	Leigh Fri **1d** L **1871** See "Bolton Journal" series
Liverpool A B C Railway Guide	Liverpool M 1st **3d** One-eighth page 5s 6d per month Small blocks
Liverpool Catholic Herald	Liverpool Fri **1d** Ind **1890** 4d per line
Liverpool Courier	Liverpool Daily **1d** C **1808** 6d per line
Liverpool Daily Post	Liverpool Daily **1d** L **1855** 6d per line NO blocks
Liverpool Echo	Liverpool Daily (evening) **½d** L **1879** 6d per line
Liverpool Evening Express	Liverpool Daily (evening) **½d** C **1870**
Liverpool Journal of Commerce	Liverpool Daily **1d** N **1862**
Liverpool Mercury	Liverpool Daily **1d** L **1811** 6d per line
Liverpool Pocket Diary and A B C Time Table	Liverpool Monthly **1d**
Liverpool Shipping Telegraph	Liverpool Daily **1d** N **1826**
Liverpool Visitor and General Advertiser	Liverpool Daily **½d** **1899**
Liverpool Weekly Courier	Liverpool Sat **1d** C **1808**
Liverpool Weekly Mercury	Liverpool Sat **1d** L **1811** 6d per line
Liverpool Weekly Post	Liverpool Sat **1d** L **1878** 8s 8d 225,000 NO blocks
Lytham Times	Lytham Fri **1d** N **1821** 1s See advt page 352
Makerfield Examiner	Newton-in-Makerfield Sat **1d** C **1895**
Manchester Catholic Herald	Manchester Fri **1d** N **1888** 3s 6d Blocks See Provincial Weeklies
Manchester City News	Manchester Sat **1d** N **1864** 4s 4d NO blocks
Manchester Courier	Manchester Daily **1d** C **1824** 5s for 26 insertions Blocks
Manchester Evening Chronicle	Manchester Daily (Evening) **½d** N **1897** 3s 6d Nearly 300,000
Manchester Evening Mail	Manchester Daily (Evening) **½d** C **1874** 4s 6d Blocks
Manchester Evening News	Manchester Daily (Evening) **½d** Ind **1868**
Manchester Guardian	Manchester Daily **1d** L **1821**
Manchester Journal of Commerce	Manchester Daily **1d**
Manchester South District Advertiser	Manchester Fri **1d** C **1885** See "Stockport Advertiser"
Manchester Weekly Times	Manchester Fri **1d** N **1857** 5s Blocks
Middleton Guardian	Middleton Tues, **½d** Sat, **1d** Ind **1877** 8d 8,000 NO blocks
Middleton Standard	Middleton Wed and Sat **1901**

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Lancashire—*continued*

Millom Herald	Barrow Tues ½d U **1898** 6d Blocks See "Barrow Herald"
Morecambe Times	Morecambe Wed **1d** N **1881** 6d
Morecambe Visitor	Morecambe Wed **1d** Ind **1874** 6d 3,000 Blocks
Mossley Herald	Ashton-under-Lyne See "Ashton Herald," series of 5 papers
Mossley Reporter	Ashton-under-Lyne Sat 1½d L **1855** See "Ashton Reporter," series of 4 papers
Nelson Chronicle	Nelson Fri **1d** L **1890**
Nelson Leader	Nelson Fri **1d**
Newton and Earlestown Guardian	Earlestown Fri **1d** R **1880** 5d
Northern Daily Telegraph	Blackburn Daily ½d L **1886** 2s 60,000 Blocks
Northern Weekly Journal (Teddy Ashton's)	Bolton Fri **1d** N **1895**
North Express	Manchester Daily (Morning) ½d
North Lonsdale Herald	Ulverston Tw Tues, ½d Sat. **1d** U **1884** 6d Blocks See "Barrow Herald"
Oldham Chronicle	Oldham Sat 1½d L **1854** 1s 6d
Oldham Evening Chronicle	Oldham Daily ½d L **1880** 6d
Oldham Standard	Oldham Daily, evening (except Sat) ½d C **1859**
Oldham Standard	Oldham Sat 1½d C **1859**
Ormskirk Advertiser	Ormskirk Thurs **1d** N **1853** 1s 8,250 guar
Oswaldtwistle Observer	Oswaldtwistle See "Accrington Observer"
Padiham Observer	Padiham Fri ½d Ind **1897** 8d
Pendleburn Journal	Swinton Fri **1d** L **1875** See "Bolton Journal"
Pendlebury and Swindon Times	Pendlebury Fri **1d** L **1875**
Prescot Reporter	Prescot Fri **1d** C **1859** See "St. Helens Reporter"
Prescot Weekly Times	Prescot Sat **1d** N **1892** 6d Blocks
Preston Guardian	Preston Sat **1d** L **1844** 2s
Preston Herald	Preston Tw Wed and Sat. **1d** C **1855** 1s 9d Blocks
Preston Monthly Circular	Monthly ½d **1894** See advt page 361
Prestwich and Whitefield Guardian	Fri **1d** **1886** See "Middleton Guardian"
Radcliffe Advertiser and News	Sat **Gratis** **1900**
Radcliffe Express	Radcliffe Fri **1d** L **1883** 6d Blocks
Radcliffe Times & Whitefield & District Advertiser	Radcliffe Sat **1d** L **1899**

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Lancashire—*continued*

Ramsbottom Observer	Ramsbottom Fri **1d** L **1890** See "Darwen News"
Rawtenstall Times	Rawtenstall Sat **1d** L **1883** See "Bacup Times"
Reporter for County Borough of Salford	Pendleton Sat **1d** N **1879**
Rochdale Observer	Rochdale Tw Wed, **½d** Sat, **1d** L **1856** 1s 6d 44,379 guar NO blocks
Rochdale Times	Rochdale Tw Wed, **½d** Sat, **1d** C **1858** 1s 6d 28,000
Rossendale Echo	Rawtenstall Wed **½d** L **1896** See "Darwen News"
Rossendale Express	Bacup Wed **½d** L **1893** 6d
Rossendale Free Press	Rawtenstall Sat **1d** L **1895** (Series of 4 papers)
St. Anne's-on-Sea Express	St. Anne's-on-Sea Fri **½d** N **1898** 6d 2,000 Blocks
St. Helens Examiner	Warrington Fri **1d** L **1878** See "Warrington Examiner"
St. Helens Newspaper and Advertiser	St. Helens Tw Tues, **½d** Fri, **1d** L **1853** 3d per line
St. Helens Reporter	St. Helens Tw Tues, **½d** Fri, **1d** C **1865** 3d per line
Salford Chronicle and Telephone	Salford Fri **1d** C **1868**
Salford Star	Salford Sat **1d** **1899**
Southport Guardian	Southport Tw Wed and Sat **1d** L **1882** 1s 6d
Southport Housewife	Southport Sat **1d** 8,000
Southport Journal	Southport Sat **Gratis** **1882** 6,000 See advt page 372
Southport A B C Railway Guide and Handbook	Liverpool Monthly 1st **1d**
Southport Visitor	Southport Tri Tues, Thurs, and Sat **1d** C **1844** 1s 6d Blocks in Thurs issue See advt page 371
Sporting Chronicle	Manchester Daily **1d** N **1871**
Stalybridge Herald	Ashton-under-Lyne Fri **1½d** C **1887** See "Ashton Herald"
Stalybridge Reporter	Ashton Fri **1½d** L **1855** See "Ashton Reporter"
Standard A B C Time Table	Liverpool Monthly 1st **1d**
Stretford Advertiser	Sale Fri **1d** C **1882** 3s per inch (In series of 8 papers) See "Stockport Advertiser"
Stretford Division Chronicle	Manchester Fri **1d** L **1887** See "South Manchester Chron." (Series of 5 papers)
Swinton and Pendlebury Times	Pendlebury Sat **1d** Ind **1873**

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Lancashire—*continued*

Todmorden Advertiser	Todmorden Fri **1d** N **1853**
Todmorden & District News	Todmorden Fri **1d** L **1828**
Tyldesley and Atherton Chronicle	Leigh Fri **1d** N **1872** 5,000 Blocks See "Leigh Chronicle"
Tyldesley Weekly Journal	Tyldesley Fri **1d** L **1873** See "Leigh Journal"
Ulverston Advertiser (Soulby's)	Ulverston Tw Thurs **1d** U **1848** 1s 6d
Ulverston Herald	Ulverston Tues, **½d** Sat, **1d** U **1898** 6d Blocks See "Barrow Herald"
Ulverston News	Barrow-in-Furness Sat **1d** L **1883** See "Barrow News"
Walton Times	Bootle Fri **1d** I **1876**
Warrington A B C Railway Guide and Handbook	Liverpool Monthly 1st **1d**
Warrington Examiner	Warrington Sat **1d** L **1869** (Series of 5 papers)
Warrington Guardian	Warrington Tw Daily, **½d** Wed and Sat, **1d** N **1853** (Series of 12 papers)
Warrington Observer	Warrington Sat **1d** C **1885** (Series of 6 papers)
Waterfoot Times	Bacup Sat **1d** **1897**
Waterloo Times (See "Bootle Times")	Bootle Sat **1d** I **1876** See advt page 304
Waterloo & Crosby Herald	Liverpool Sat **1d** C **1895** See advt page 381
West Loughton Recorder	West Loughton Fri **½d** Ind **1894** 5d
Widnes Examiner	Warrington Fri **1d** L **1879** See "Warrington Examiner"
Widnes Guardian	Widnes Tw Tues and Fri **1d** N **1876** See "Warrington Guardian"
Widnes Weekly News	Widnes Sat **1d** Ind **1876** 6d 1,500
Wigan Catholic Herald	Wigan Fri **1d** Ind **1894**
Wigan Examiner	Wigan Tri Wed, **½d** Fri and Sat, **1d** C **1853** 4d per line
Wigan Observer	Wigan Tri Wed, Fri, and Sat **1d** L **1853** 1s 6d 20,000
Wigan Star	Wigan Fri **1d** N **1891**
Wigan Standard	Wigan Sat **½d** **1900**
Wilmslow and Alderley Chronicle	Manchester Sat **1d** L See "S. Manchester Chron." (Series of 5 papers)
Wilmslow Guardian	Wilmslow **1860**

LEICESTERSHIRE

Burton Ashby & Coalville Guardian	Coalville Sat **1d** **1894**
Coalville Times	Coalville Fri **1d** N **1892** 8d 2,000 Blocks
Hinckley Echo	Wed **½d**

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Leicestershire—*continued*

Hinckley Observer	Nuneaton Fri **1d** L **1886** See "Nuneaton Observer"
Hinckley Times	Hinckley Fri **1d** I **1888** 1s 6d
Leicester A B C Railway Guide	Leicester Monthly **1d** **1872**
Leicester Advertiser	Leicester Sat **1d** C **1842** 1s 6d NO blocks
Leicester Chronicle	Leicester Tw Fri & Sat **1d** L **1810**
Leicester Daily Chronicle	Leicester Daily **½d** L **1874**
Leicester Daily Mercury	Leicester 4 editions daily
Leicester Daily News	Leicester
Leicester Daily Post	Leicester Daily **1d** L **1872**
Leicester Journal	Leicester Thurs **1d** C **1753**
Leicester Sporting News	Leicester Daily **1d** **1881** Late edition, **2d**
Leicester Times	Leicester Fri **½d** C **1896** 10d 10,000 Blocks
Loughborough Echo	Loughborough **½d** N **1899**
Loughborough Examiner	Loughborough Thurs **1d** L **1894** 1s 3d
Loughborough Herald	Leicester Thur **1d** L **1880**
Loughborough Monitor	Loughborough Thurs **1d** Ind **1861**
Market Harborough Advertiser	Market Harborough Mon **1d** U **1845**
Melton Mowbray Mercury	Melton Mowbray Thurs **1d** L **1881**
Melton Mowbray Times	Melton Mowbray Fri **1d** Ind **1859** 10,000
Melton Mowbray Weekly News	Melton Mowbray Tues **½d** Ind **1893**
Midland Free Press	Leicester Fri **1d** L **1855** 2s 3d
Midland Mail	Market Harborough Fri **1d** L **1890** 1s (2 Editions)

LINCOLNSHIRE

Alford, Spilsby and Horncastle Gazette	Lincoln Sat **1d** U **1897** (Series of 3 papers) 14,000
Boston Guardian	Boston Fri **1d** L **1854** 1s 6d 9,000
Boston Independent	Boston Fri **1d** C **1878** 1s See advt page 304
Boston Post	Boston Weekly **1d** **1901**
Boston Society	Boston Wed **1d** **1899**
Crowland Gazette	Peterborough Fri **1d** Ind **1897** (Series of 5 papers)
Crowle Advertiser	Crowle Fri **½d** N **1871**
Gainsborough Leader	Gainsborough Fri **1d** L **1897**
Grantham Journal	Grantham Sat **1d** I **1854** 1s 6d 16,200 NO blocks
Grantham Times	Grantham Fri **1d** L **1884**
Grimsby Daily Mail	Grimsby Daily (Evening) **½d** U 1s 3d per inch for 78 inserts

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Lincolnshire—*continued*

Grimsby Daily Telegraph	Grimsby Daily ½d N **1900**
Grimsby Gazette	Grimsby Fri **1d** L **1859** See "Lincoln Gazette"
Grimsby News	Grimsby Tw Tues and Fri **1d** L **1874** 1s 6d 12,000 guar
Grimsby Observer	Grimsby Thurs ½d N **1871** 1s
Grimsby Sporting Echo	Grimsby Daily ½d
Grimsby Times	Grimsby Sat **1d** N **1898** 6,000 guar
Grimsby Weekly Express	Hull Sat ½d Ind **1870** 2s 30,000 Blocks Including in. "Hull Weekly Express"
Horncastle News	Horncastle Fri **1d** C **1885** 3d per line
Isle of Axholme Weekly Herald	Epworth Sat **1d** C **1869** 4d 2,000 Blocks
Lincoln Gazette	Lincoln Sat **1d** U **1859**
Lincoln Leader	Lincoln Sat **1d** L **1896** 1s
Lincoln and Stamford Mercury	Stamford Thurs **1d** N **1695** 4d per line 40,000
Lincolnshire, Boston, etc., Free Press	Spalding Mon **1d** Ind **1847** 4d per line
Lincolnshire Chronicle	Lincoln Tri Mon, ½d Thurs and Sat, **1d** C **1832** 4d per line 18,000 weekly
Lincolnshire Echo	Lincoln Daily ½d U **1893** 14,000
Lincoinshire Gazette and Times	Lincoln Sat **1d** 14,000
Lincolnshire Sporting Echo	Grimsby Daily ½d N **1893** 6d
Lindsey and Lincolnshire Star	Brigg Sat **1d** L **1889**
Louth Advertiser	Louth Tw Wed, ½d Fri, **1d** C **1859**
Louth News	Louth Fri **1d** L **1879**
Market Deeping News	Peterborough Thurs ½d Ind **1897**
Market Rasen Mail	Market Rasen Fri **1d** N **1856** 6d
Retford Workshop, etc.	Gainsborough Fri **1d** L **1886**
Retford, Worksop, etc. News	Gainsborough Tw Tues, ½d Fri, **1d** N **1855**
Scunthorpe Express	Scunthorpe Sat **1d** I **1898**
Skegness Advertiser and Lines Independent	Boston Sat **1d** L **1854**
Skegness Herald	Skegness Thurs **1d** N **1882** 1s
Sleaford Gazette	Sleaford Sat **1d** C **1854**
Sleaford Journal	Sleaford Sat **1d** N **1872**
Spalding Guardian	Spalding Sat **1d** L **1880** 1s 3,500
Stamford Post	Stamford Thur for Fri **1d** C
Stamford and Rutland Guardian	Stamford Thurs **1d** N **1873** 9d
Woodhall Spa Times	Lincoln Tues ½d N **1899**

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MIDDLESEX

County of Middlesex Independent	Brentford Wed and Sat I **1883** 1s 6d inch
Harrow Gazette	Harrow Sat **1d** N **1855** 1s
Harrow Observer	Harrow Fri **1d** N **1895**
Harrow Press	St. Albans See "Herts. Standard"
Middlesex and Buckinghamshire Advertiser	Uxbridge Fri **1d** I **1890**
Pinner Gazette	Harrow Sat **1d** N **1895**
Pinner Observer	Harrow Fri **1d** **1895**
Stanmore Gazette	Harrow Sat **1d**
Stanmore Observer	Harrow Fri **1d** **1895** Blocks taken
Uxbridge Gazette	Uxbridge Fri **1d** C **1880** 6d 4,600
Wealdstone Observer	Harrow Fri **1d** Ind **1892**
Wembley Gazette	Harrow Sat **1d**
West Middlesex Times and Staines Advertiser	Staines Tw Wed, ½d Sat, ½d Ind 3,000 **1881**

A number of other Newspapers, published in Middlesex, will be found in the "Suburban List."

MONMOUTHSHIRE

Abergavenny Chronicle	Abergavenny Fri **1d** N **1871**
Abertillery Weekly Argus	Newport Fri **1d**
Chepstow Weekly Advertiser	Chepstow Fri **1d** C **1855** 1s 3d
Monmouth Guardian	Rhymney Fri ½d N **1896** 1s
Monmouthshire Beacon	Monmouth Thurs 1½d C **1837** 10d
Monmouth County Observer	Usk Fri 1½d C **1855**
Pontypool Free Press	Pontypool Fri **1d** N **1859**
South Wales Argus	Newport Daily (Evening) ½d L **1892** 8d per inch for 78 insertions
South Wales Daily Star	Newport Daily (Evening) ½d C **1877**
South Wales Daily Telegraph	Newport Daily ½d **1877** (7 Editions)
South Wales Gazette	Abertillery Fri **1d** L **1888**
South Wales Times	Newport Fri **1d** U **1829**
South Wales Weekly Argus	Newport Fri **1d** L **1892**

NORFOLK

Cromer Post	Cromer Fri **1d** N **1890** 1s
Dereham Times	East Dereham Fri **1d** N **1880** 1s 3d
Diss Express	Diss Fri **1d** N **1864**
Downham Market Gazette	Downham Market Fri **1d** N **1879** 1s

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Norfolk—*continued*

Eastern Daily Press	Norwich Daily **1d** L **1870** 2s 6d
Eastern Evening News	Norwich Daily (Evening) **½d** L **1882**
Eastern Weekly Press	Norwich Fri **1d** L **1867** 2s
Loddon and District News	Loddon Fri **1d**
Lynn Advertiser	Lynn Fri **2d** C 1840 2s 6,000
Lynn News & County Press	Lynn Fri **1d** L **1859**
Norfolk Chronicle	Norwich Fri **1d** C **1761** 3s
Norfolk News	Norwich Fri **2d** L **1845** 3s
Norfolk Daily Standard	Norwich Daily (Evening) **½d** C **1885** 6d Blocks
Norfolk Weekly Standard and Argus	Norwich Sat **1d** C **1863** 1s Blocks
Norwich & Eastern Counties A B C & Railway Guide	Norwich Monthly **1d**
Norwich Mercury	Norwich Tw Wed & Sat **1d** L **1714**
People's Weekly Journal	Norwich Fri **1d** N **1854**
Thetford & Watton Times	Thetford Fri **1d** N **1880** 1s 6d
Yarmouth Independent	Gt. Yarmouth Fri **1d** L **1855** 2s
Yarmouth Mercury	Yarmouth Fri **1d** N **1880** 9d
Yarmouth & Gorleston Times	Yarmouth Fri **1d** Ind **1880** 2s
Yarmouth Weekly Press and Gorleston Gazette	Norwich Sat **1d**

NORTHAMPTONSHIRE

Brackley Observer	Bicester Fri **1½d** C **1856**
Daventry Express	Daventry Fri **1d** C **1860** 10 lines 2s
Football Telegraph	Kettering Sat **½d** **1895**
Kettering Evening Telegraph	Kettering Daily (Evening) **½d** 8,000 N **1897**
Kettering Guardian	Kettering Fri **1d** C **1882** 9d
Kettering Leader & Observer	Kettering Fri **1d** L **1861**
Northampton Daily Chron.	Northampton Daily (except Fri) **½d** C **1880** 10 lines 2s 3d
Northampton Daily Reporter	Northampton Daily (Evening) **½d** L **1886**
Northampton Herald	Northampton Fri **2d** C **1831** 6 lines 3s
Northampton Mercury	Northampton Fri **1d** D **1720**
Oundle and Thrapston Guardian	Kettering Fri **1d** C **1855** See "Kettering Guardian"
Oundle Journal	Wellingborough Fri **1d** L **1888**
Peterborough Advertiser	Peterborough Tw Wed, **½d** Sat, **1d** L **1854** 18,000
Peterborough Evening News	Peterborough Daily (Evening) **½d** N **1896** 1s 9d for 78 insertions
Peterborough Express	Peterborough Wed **1d** Ind **1881**
Peterborough Standard	Peterborough Fri **1d** C **1872** 3d line
Rushden Argus	Rushden Fri **1d** L **1889**

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Northamptonshire—*contd.*

Rushden Echo	Rushden Fri **1d** N **1897** 5d 3,000 Blocks
Rushden Times	Kettering Fri **1d** C **1891** 6d
Thrapston and Raunds Journal	Wellingborough Fri **1d** L **1888**
Wellingborough News	Wellingborough Fri **1d** L **1861** 10d 5,000 Blocks
Wellingborough Post	Wellingborough Fri **1d** C **1886** 6d 6,000 Blocks

NORTHUMBERLAND

Alnwick County Gazette	Alnwick Fri **1d** C **1854** 6,000
Alnwick Guardian and County Advertiser	Alnwick Fri **1d** L **1886** 1s 2d
Berwick Advertiser	Berwick-on-Tweed Fri **1d** L **1808** 7,000
Berwick Journal	Berwick-on-Tweed Thurs **1d** N **1855** 1s 7,000 Blocks See advt page 303
Berwick Mercury	Berwick Thurs ½**d** N **1893**
Berwickshire News	Berwick Thurs **1d**
Blyth News	Blyth Sat **1d** N **1874** 6d
Haltwhistle Echo	Hexham Fri ½**d** N **1891**
Hexham Courant	Hexham Fri 1½**d** L **1864** 1s 6d
Hexham Herald	Hexham Fri 1½**d** Ind **1868** 6d
Hexham Weekly News	Hexham Fri ½**d** N **1899**
Morpeth Herald	Morpeth Sat **1d** L **1855** 6d
Newcastle Courant	Newcastle-on-Tyne Fri **1d** N **1711** 2d per line
Newcastle Daily Chronicle	Newcastle-on-Tyne Daily **1d** Ind **1764** 4d per line NO blocks
Newcastle Daily Journal	Newcastle-on-Tyne Daily **1d** C **1832** 3d per line 10,000
Newcastle Daily Leader	Newcastle-on-Tyne Daily **1d** L **1885** 24 lines 3s 6d per insertion
Newcastle Evening Chronicle	Newcastle-on-Tyne Daily ½**d** Ind **1764** 2d per line NO blocks
Newcastle Weekly Chronicle	Newcastle-on-Tyne Fri and Sat **1d** Ind **1764** 4d per line
Northern Athlete	Newcastle-on-Tyne Mon ½**d** **1890**
Northern Gossip	Newcastle-on-Tyne Wed **1d** (illus) N **1894**
Northern Weekly Leader	Newcastle-on-Tyne Sat **1d** L **1885** 2s 6d per inch 70,000
Office	Newcastle-on-Tyne Monthly **1901**
Tyneside Catholic News	Newcastle-on-Tyne Sat **1d** Ind **1884** 3s 22,000 Blocks
Wallsend Herald	Wallsend Sat **1d** See advt page 382

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NOTTINGHAMSHIRE

Carlton and Netherfield Times	Netherfield Fri **1d**
Eastwood and Kimberley Advertiser	Eastwood, Notts. Fri ½d N **1894** 9d 2,000
Hucknall Morning Star and Advertiser	Hucknall Torkard Fri **1d** L **1889**
Mansfield and North Notts Advertiser	Mansfield Fri **1d** L **1871** 6d
Mansfield Chronicle	Mansfield Tw Mon, ½d Thurs, **1d** L **1895**
Mansfield Reporter	Mansfield Fri **1d** C **1857**
Midland Democrat	Nottingham Weekly **1d** **1901**
Midland Sporting Gazette	Nottingham Daily **1d** N **1883** 11,500 daily guar
Newark Advertiser	Newark Wed **1d** Ind **1854**
Newark Herald	Newark Sat **1d** L **1791** 1s 6d
Nottingham Daily Express	Nottingham Daily **1d** L **1808** 1s 3d Blocks
Nottingham Daily Guardian	Nottingham Daily **1d** C **1861**
Nottingham Evening News	Nottingham Daily ½d L **1885** 1s 3d Blocks
Nottingham Evening Post	Nottingham Daily ½d C **1878**
Nottinghamshire Free Press	Sutton-in-Ashfield Fri **1d** L **1885** 1s 6d 6,200
Nottinghamshire Weekly Guardian	Nottingham Thurs **1d** C **1848**
Nottinghamshire Weekly Express	Nottingham Thurs **1d** L **1710**
Retford & Gainsboro' Times	Retford Fri **1d** C **1869**
Retford, Worksop, and Gainsborough Herald	Retford Fri **1d** L **1896**
West Nott'shire Observer	Beeston Sat **1d** N **1885**
Worksop Guardian	Worksop Fri **1d** Ind

OXFORDSHIRE

Banbury Advertiser	Banbury Thurs **1d** I **1856** 9d 4,500
Banbury Beacon	Banbury Sat **1d** I **1862** 9d 4,400 guar Blocks
Banbury Guardian	Banbury Thurs **2d** N **1888**
Bicester Advertiser	Bicester Fri 1½d C **1879**
Bicester Herald	Bicester Fri **2d** I 1855 1s
Chipping Norton and North Oxfordshire Chronicle	Chipping Norton Sat **1d** L **1837**
Henley Advertiser	Henley Fri **1d** Ind **1868**
Henley & South Oxfordshire Standard	Henley Fri **1d** C **1885**
Information Gazette	Oxford **1898**
Jackson's Oxford Journal	Oxford Fri **1d** C **1753**

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Oxfordshire—*continued*

Oxford Chronicle	Oxford Fri **1d** L **1837** Average circulation of series over 15,000
Oxford Guide (Alden's)	Oxford **6d** and **1s** Annually
Oxford Magazine	Oxford Wed **6d** N **1883**
Oxford Review	Oxford Daily (during term) **½d** N **1885** 2s 3d
Oxford Times	Oxford Fri **1d** C **1862** 1s 6d 15,000 guar
Oxfordshire Telegraph	Sat **½d** **1900**
Oxfordshire Weekly News	Chipping Norton Wed **1d** N **1865** 1s 2,000 guar
Thame Gazette	Thame Mon **1d** N **1856** 1,300 1s 6d
Witney Gazette	Witney Fri **1d** Ind **1861** 1s
Young Oxford and Ruskin Hall News	Oxford Monthly **3d** **1899** See advt page 385

RUTLANDSHIRE

Oakham and Uppingham Journal	Oakham Sat **1d** N **1864** See "Grantham Journal"

SHROPSHIRE

Bishop's Castle Advertiser	Bishop's Castle Weekly **1d** **1901**
Bridgnorth Journal	Bridgnorth Sat **1d** N **1854**
Church Stretton Advertiser	Church Stretton Thur **1d** N **1898**
Ludlow Advertiser	Ludlow Fri **1d** N **1855** 9d
Newport and Market Drayton Advertiser	Newport Fri **1d** I **1854** 1s 7,000 guar
Oswestry Advertiser	Oswestry Wed **1½d** L **1849** 2s
Shifnai Advertiser	Shifnal Sat **1d** N **1895**
Shrewsbury Chronicle	Shrewsbury Fri **1d** U **1772**
Wellington Journal and Shrewsbury News	Shrewsbury Sat **1d** N **1854** 41,000
Whitchurch Herald	Whitchurch, Salop Sat **1d** N **1869** 6d Blocks

SOMERSETSHIRE

Bath Argus	Bath Daily, **½d** Sat, **1d** C **1870** Daily, **6d** Weekly, **1s** Exceeds 20,000 Blocks
Bath Chronicle	Bath Thurs **1d** C **1757**
Bath and County Graphic	Bath Monthly **2d**
Bath Daily Chronicle	Bath Daily (Evening) **½d** C **1870**
Bath Herald	Bath Daily (Evening). **½d** Weekly (Sat), **1d** L **1792**
Bath Journal (Keene's)	Bath Sat **1d** L U **1742**
Bath and Wells Diocesan Magazine	Hilton Vicarage **1d**

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Somersetshire—*continued*

Bridgewater Independent	Bridgewater Fri **1d** L **1871** 6d Blocks See advt page 371
Bridgewater Mercury	Bridgewater Wed **1d** Ind **1856**
Burnham Gazette	Burnham Sat **½d** Ind **1863**
Castle Cary Visitor	Castle Cary Monthly (Illus) **1d** **1896**
Central Somerset Gazette	Glastonbury Sat **1d** U **1860**
Chard and Ilminster News	Chard Fri **1d** N **1874**
Clevedon Mercury and Courier	Clevedon Sat **1d** C **1880** 9d
Highbridge Echo	Highbridge Sat **½d** I **1894**
Langport and Somerton Herald	Langport Sat **1d** Ind **1855** 1s See advt page 351
Minehead Advertiser	Minehead Tues **1d** Ind **1882** 6d
Palmer's Weekly News	Martock Thurs **1d** Ind **1883** 1,500 guar
Portishead Gazette	Portishead Alternate Sat **1d** N **1896**
Pulman's Weekly News	Yeovil Tues **1d** U **1857** 1s 11,000 NO blocks
Shepton Mallet Journal	Shepton Mallet Fri **1d** Ind **1854** 1s
Somerset County Gazette	Taunton Sat **1d** Ind **1836** 1s 6d No blocks
Somerset County Herald	Taunton Sat **1d** Ind **1843**
Somerset County Express	Taunton Sat **1d** I L **1887** 1s See advt page 371
Somerset Guardian and Radstock Observer	Radstock Sat **1d** L **1892**
Somerset & Wilts Journal	Frome Fri **1d** L **1855** 1s
Somerset Standard, etc.	Frome Fri **1d** C **1859** 8d
South Somerset Leader	Yeovil Mon **½d** L **1898**
Taunton Courier	Taunton Wed **1d** Ind **1808**
Taunton Echo	Taunton Wed **1d** L **1887** See advt page 371
Taunton Mail	Taunton Wed **1d** Ind **1884** 1s NO blocks
Wellington Express	Taunton Wed **1d** L **1887** See advt page 371
Wellington Weekly News	Wellington Wed **1d** Ind **1873**
Wells Journal, etc.	Wells Wed **1d** Ind **1851** 9d
W. Somerset Free Press	Williton Fri **1d** Ind **1860** 8d
Western Advertiser	Yeovil Wed **1d** Ind **1884**
Western Chronicle	Yeovil Thurs **1d** L **1764**
Western Gazette	Yeovil Fri **1d** Ind **1736** 2s 6d 50,000
Western News	Taunton Mon **1d** Ind **1855** 1s NO blocks
Weston-super-Mare Gazette	Western-super-Mare Tw Wed, **½d** Sat, **1d** L **1845** 1s 6d for Sat's issue See advt page 382
Weston Mercury and Somersetshire Herald	Weston-super-Mare Fri **1d** U **1855**

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Somersetshire—*continued*

Weston-super-Mare Observer	Bristol Fri ½d Ind **1899**
Wivelscombe Express	Taunton Wed **1d** L **1896** See advt page 371
Yeovil Magazine	Yeovil **1900**

STAFFORDSHIRE

Biddulph Chronicle	Congleton Sat **1d** Ind **1855**
Brewood Advertiser	Brewood Sat **1d** N **1898**
Brewood Courier	Brewood Fri **1d** Ind **1894**
Brierley Hill Advertiser	Brierley Hill Sat **1d** L **1858**
Brierley Hill Herald	Brierley Hill Sat **1d**
Burton Chronicle	Burton-on-Trent Thurs **1d** N **1860** 1s 6d 14,425 cert
Burton Daily Mail	Burton-on-Trent Daily ½d **1898** 3d per line See advt page 308
Burton Evening Gazette	Burton-on-Trent Daily ½d L **1880** 7d for 78 insertions
Burton, Ashby & Coalville Guardian	Coalville Sat **1d** N **1894** 9d
Burton Observer	Burton-on-Trent Thurs **1d** C **1898** 6d per line See advt page 308
Cannock Advertiser	Cannock Fri ½d N **1878**
Cannock Chase Courier	Cannock Fri **1d** Ind **1889**
Cannock Chase Mercury	Lichfield Fri **1d** N **1883**
Cheadle Herald	Cheadle Sat **1d** Ind **1877**
County Herald for Staffs and Worcester	See advt page 332
Darlaston Herald	Wednesbury Sat **1d** C **1891** 6d Blocks
Darlaston Leader	See "Wednesbury Leader"
Express and Star	Wolverhampton Daily (Evening) ½d Ind **1874** 1s 6d
Handsworth Chronicle	Handsworth Fri ½d N **1889**
Handsworth Herald	Birmingham Sat **1d** Ind **1892** 1s
Handsworth News	Birmingham Fri **1d** N **1886**
Hednesford Advertiser	Hednesford Sat ½d N **1878**
Hednesford Courier	Hednesford Fri ½d Ind **1893**
Leek Post	Leek Sat **1d** C **1884** See advt page 351
Leek Times	Leek Fri **1d** L **1870** 6d 5,000
Lichfield Mercury	Lichfield Fri **1d** N **1815** 1s 6d
Local Herald	Tunstall Fri **Free** N **1897** 1s 3d 3,000 Blocks See advt page 379
Longton Times and Echo	Longton Sat **1d** Ind **1888** 2s
Midland Advertiser	Wednesbury Sat **1d** L **1859**
Midland Counties Express	Wolverhampton Sat **1d** N **1861**
Midland Evening News	Wolverhampton Daily (Evening) ½d C **1884** 1s 6d for 78 inserts 35,000 guar

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Staffordshire—*continued*

Midland Weekly Herald	Bilston Fri **1d** N **1861** 1s See advt page 354
Midland Weekly News	Wolverhampton Sat **1d** C **1884** 1s 12,000 Blocks
Newcastle Free Press	Newcastle-under-Lyme Sat **Gratis** N **1882**
Newcastle Guardian and Staff Times	Newcastle-under-Lyme Sat **1d** Ind **1865**
Oldbury Weekly News	Oldbury Sat **1d** Ind 1874
Potteries Advertiser	Hanley Sat **½d** N **1898** 10d 7,000 guar Blocks
Rugeley Mercury	Lichfield Fri **1d** C **1815** 9d 5,000 Blocks
Smethwick Telephone	Smethwick Sat **½d** N **1884** 1s 6d 5,000 guar
Smethwick Weekly News	Smethwick Sat **1d** **1874**
Staffordshire Advertiser	Stafford Sat **2d** Ind **1795** 4s
Staffordshire Chronicle	Stafford Sat **1d** N **1877** 1s 6d NO blocks See advt page 373
Staffordshire Sentinel	Hanley Daily (Evening), **½d** Weekly (Sat), **1d** Ind **1854** 4s 40,000
Stone and Eccleshall Advertiser	Newport, Salop Fri **1d** N **1889**
Stone Weekly News	Stone, Stafford Fri **1d** See advt page 373
Tamworth Herald	Tamworth Fri **1d** N **1868** 4,500 guar
Tamworth Mercury	Lichfield Fri **1d** C **1877**
Tipton Herald	Dudley Sat **1d** N **1866** See "Dudley Herald," and also advt page 332
Uttoxeter Advertiser	Uttoxeter Wed **1d** N **1882** 9d 5,000 Blocks
Walsall Advertiser	Walsall Sat **1d** U **1857** 1s 6d
Walsall Daily Despatch	Walsall **Gratis** 5,000 daily
Walsall Free Press	Walsall Sat **1d** L **1856** 9d
Walsall Observer	Walsall Sat **1d** Ind **1868** 1s 8,000 guar Blocks
Wednesbury Borough News	Wednesbury Sat **1d** N **1868** See "Dudley Herald," and also advt page 332
Wednesbury Herald	Wednesbury Sat **1d** C **1875** 6d Blocks
Wednesbury Leader	Wednesbury Sat **½d** L **1897**
West Bromwich and Oldbury Chronicle	West Bromwich Fri **½d** L **1896** 1s See advt page 384
West Bromwich Free Press	West Bromwich Fri **½d** L U **1875**
West Bromwich Weekly News	West Bromwich Sat **1d** Ind **1871** See "Oldbury Weekly News"
Wolverhampton Chronicle	Wolverhampton Wed **1d** N **1789**

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SUFFOLK

Aldeburgh, Leiston, and Saxmundham Times	Aldeburgh **½d** Fri See advt page 300
Beccles Weekly Record and North Suffolk Advertiser	Beccles Fri **1d** Ind **1896** 1s 2,000 Blocks
Bury St. Edmunds Free Press	Bury St. Edmunds Fri **1d** L **1855** 8,000
Bury and Norwich Post	Bury St. Edmunds Tues **1d** C **1781**
East Anglian Daily Times	Ipswich Daily **1d** Ind **1874** 2s for 26 inserts Blocks
East Suffolk Gazette and Eastern Counties Advertiser	Beccles Tues **1d** Ind **1857** 1s
Evening Star	Ipswich Daily (Evening) **½d** Ind **1874** 10d for 78 inserts
Framlingham Weekly News	Framlingham Sat **1d** N **1859** 6d 600 Blocks
Halesworth Herald	Halesworth Fri **1d** **1899**
Halesworth Times	Halesworth Tues **1d** N **1855** 3d per line
Haverhill Weekly News	Fri **1d**
Ipswich Journal	Ipswich Sat **1d** U **1720**
Lowestoft Journal	Lowestoft Fri **1d** Ind **1873**
Lowestoft Standard	Lowestoft Sat **1d** C **1882** 1s
Lowestoft Weekly Press	Norwich Fri **1d** L **1886**
Mildenhall Advertiser	Bury Fri **1d**
South-West Suffolk Echo	Haverhill Fri **½d** U **1888**
Southwold Chronicle	Southwold Fri **1d** **1899**
Stowmarket Courier	Sudbury Thurs **1d** C **1868**
Sudbury Advertiser	Sudbury Fri **1d**
Suffolk Chronicle & Mercury	Ipswich Fri **1d** L **1810** 1s 3d 23,000
Suffolk & Essex Free Press	Sudbury Wed **2d** C **1855**
West Suffolk Advertiser	Bury St. Edmunds Fri **1d** C **1886**
Woodbridge Reporter	Woodbridge Thur **1d** L **1859** 6d

SURREY

Carshalton Herald	Carshalton Weekly **1d**
Caterham & Oxted Chron.	Caterham Fri **1d** N **1897** 1s 4d 6,000 NO blocks
Caterham Free Press	Caterham Fri **1d** Ind **1899**
Dorking Advertiser and County Post	Dorking Sat **1d** N **1887**
Egham and Staines News	Chertsey Fri **1d** N **1897**
Epsom Herald	Sutton Sat **1d** C **1878** 2s 6d See "Surrey County Herald"
Epsom Journal	Lewes Tues **1d** C **1862** See "Surrey Standard"
Farnham Herald	Farnham Fri **1d** U **1897** 6d 3,500 Blocks
Guildford Free Press	Guildford **1900**

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Surrey—*continued*

Guildford Journal	Lewes Tues **1d** C **1816**
Horley Advertiser	Horley Fri **1d** Ind **1895** 1s 1d 2,500 Blocks
Kingston & Surbiton News	Kingston-on-Thames Wed ½**d** N **1880**
Kingston Express	Kingston-on-Thames Sat **1d** L **1886** 1s 6,000
Kingston Times	Kingston-on-Thames Fri **1d** N **1896**
Leatherhead Advertiser & Epsom District Times	Leatherhead Sat **1d**
Reigate, etc., Advertiser	Reigate C **1862**
Reigate, etc., Journal	Lewes Tues **1d** C **1862** 8d
Richmond Herald	Richmond Sat **1d** C **1885** 1s
Richmond & Twickenham Times	Richmond Sat **1d** Ind **1873** 1s 9d NO blocks
Surbiton Times	Surbiton Hill Fri **1d** Ind **1895** Blocks
Surrey Advertiser	Guildford Tri Mon, Wed, and Sat **1d** C **1861** 21,000
Surrey Comet	Kingston Sat, **1d** Wed, ½**d** N **1854** 15,000
Surrey County Herald	Sutton Fri **1d** C **1878**
Surrey and Hants. News	Farnham Fri **1d** N **1859**
Surrey Herald & Middlesex News	Chertsey Fri for Sat **1d** N **1892**
Surrey County Herald	Sutton Sat **1d** C **1878** 2s
Surrey Independent	Wimbledon Fri **1d** Ind **1882** 2s 5,000
Surrey Leader	Redhill Fri **1d** C **1890** 1s
Surrey Mirror	Redhill Fri **1d** C **1879** 2s 6d inch 13,000
Surrey Standard	Lewes Tri Tues and Fri, **1d** Sat, **2d** C **1787** (Series of 5 papers)
Surrey Times	Guildford Fri and Sat **1d** L **1855**
Sutton Herald	Sutton Fri **1d** C **1878**
Sutton Journal	Sutton Thurs **1d** C **1863**
Thames Valley Times	Richmond Wed ½**d** Ind **1885** 1s 9d NO blocks
Tuesday Mirror & Reigate Boro' Advertiser	Tues ½**d** **1895**
Wallington & Carshalton Herald	Sutton Sat **1d** C **1878**
Wimbledon & District Gaz.	Wimbledon Fri **1d** Ind **1892** 1s
Wimbledon Herald	Sutton Sat **1d** C **1886**
Wimbledon News	Wimbledon Sat **1d** L **1893** 2s
Woking News and Mail	Woking Fri **1d** N **1894**
Woking Observer	Woking Wed **1d** C **1896**

SUSSEX

Bexhill Chronicle	Bexhill-on-Sea Sat **1d** Ind **1887** 1s
Bexhill Daily News	Bexhill-on-Sea Daily **1d** Ind **1896**
Bexhill Illustrated Visitors' List	Bexhill-on-Sea Wed **1d** N **1894**

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Sussex—*continued*

Bexhill Observer	Bexhill on-Sea Sat **1d** C **1896** 1s
Blue Jacket and Coastguard Gazette	Rye; and London See advt page 302, also Index
Bognor Observer	Bognor Wed **1d** N **1871**
Brighton Advertiser	Eastbourne Sat **1d** **1879**
Brighton Evening Argus	Brighton Daily (Evening) ½**d** Ind **1880**
Brighton Gazette and Hove Post	Brighton Tw Thur and Sat **1d** C **1821**
Brighton Herald	Brighton Sat **1d** L **1806** 3s
Brighton Morning Argus	Brighton Daily ½**d** Ind **1896**
Brighton Observer & Hove Mail	Lewes Fri **1d** Ind **1856**
Brighton Record	Brighton Wed **2d** N **1867**
Brighton Standard	Brighton Tri Tues, Thur, and Sat **2d** N **1865** 2s See advt page 305
Brighton and Hove Society and Brighton and Hove Guardian	Brighton Sat **1d** **1827**
Brighton and Hove Times	Brighton Fri **1d** C Ind **1860** 1s 5,000 Blocks
Brighton Photographic Chat	Brighton Monthly
Chichester Observer	Chichester Wed **1d** N **1887**
East Grinstead Express	East Grinstead Fri **1d** C **1894** 8d
East Grinstead Observer	Lewes Sat **1d** Ind **1881**
East Sussex Journal	Lewes Tues **1d** C **1863**
East Sussex News	Lewes Fri **1d** Ind **1856**
Eastbourne Chronicle	Eastbourne Sat **1d** U **1856**
Eastbourne Evening Argus	Eastbourne Evening ½**d**
Eastbourne Express	Lewes Tues ½**d** C **1859**
Eastbourne Gazette	Eastbourne Wed **1d** Ind **1856** 2s
Eastbourne Morning Argus	Eastbourne Daily ½**d**
Eastbourne Observer	Lewes Thur **1d** 1 C **1892** 8d
Eastbourne & Sussex Society	Eastbourne Tues **1d**
Evening Argus	Battle ½**d**
Hastings and Bexhill Independent	Lewes Thurs **1d** Ind **1873**
Hastings and St. Leonards Advertiser	Hastings Thur **2d** N **1855** 1s 6d
Hastings and St. Leonards Amusements	Hastings Tues ½**d** **1896**
Hastings and St. Leonards Chronicle	Hastings Wed **1d** L **1853**
Hastings and St. Leonards Evening Argus	Evening ½**d** and Morning ½**d**
Hastings and St. Leonards Fashionable Express	Lewes Tw Tues, **1d** Sat, **2d** C **1853**
Hastings and St. Leonards Observer	Hastings Sat **1d** C **1853** 10,000 1s 6d
Hastings and St. Leonards Standard	Hastings Wed ½**d** C 1899

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Sussex—*continued*

Hastings and St. Leonards Weekly Mail and Times	Hastings Sat **1d** Ind L **1898** 1s Blocks
Horsham & Crawley News	Crawley Sat **1d** N **1898** 1s
Horsham Argus	Horsham Evening, **½d** Morning, **½d**
Horsham Express	Horsham Tues **1d** C **1862**
Horsham Times	Sat **1d** **1882**
Hove Echo	Hove Sat **1d** N **1897**
Hove Gazette	Hove Sat **1d** Ind **1897** 2s See advt page 338
Kent Mail	Lewes Tues & Fri, **1d** Sat, **2d** C **1839**
Littlehampton News	Littlehampton Wed **1d** N **1869**
Midhurst Times	Midhurst Fri **1d** C **1882** 8d See advt page 356
Mid-Sussex Times	Haywards Heath Tues **1d** Ind **1831** 3d per line 3,200 guar
Morning Argus	Battle Morning **½d**
Seaford & Newhaven Gaz.	Seaford Sat **1d** N **1893**
Shoreham and Southwick Gazette	Shoreham Sat **1d** **1900**
South Eastern Advertiser	Hastings Fri **1d** C **1853** 9d
Southern Weekly News	Brighton Sat **1d** Ind **1876**
Surrey Standard	Lewes Tues & Fri, **1d** Sat, **2d** C **1787**
Sussex Advertiser	Lewes Tri Mon, **2d** Wed and Sat, **1d** L **1745** 2s 6d
Sussex Agricultural Express	Lewes Tri Tues and Fri, **1d** Sat, **2d** C **1837** Fri, 8d Sat, 1s 6d (Series of 10 papers)
Sussex Coast Mercury	Worthing Fri **1d** C **1867**
Sussex County Herald	Eastbourne Sat **1d** Ind **1875**
Sussex Daily News	Brighton Daily **1d** Ind **1868** 2s (26 insertions) NO blocks
Sussex Evening Times	Brighton Daily **½d** C I **1880** 1s 3d 8,000 Blocks
Sussex and Surrey Courier	Crawley Sat **1d** Ind **1881**
West Sussex Gazette	Arundel Thur **1d** N **1853** 3s 6d
West Sussex Journal	Lewes Tues **1d** C **1863**
West Sussex County Times	Horsham Fri **1d** C **1869**
Worthing Argus	Worthing Daily, **½d** Evening, **½d**
Worthing Express	Lewes Tues **1d** C **1862**
Worthing Gazette	Worthing Wed **1d** C **1883** 1s 6d
Worthing Intelligencer	Worthing Sat **1d** Ind **1856**
Worthing Times	Worthing Sat **1d** **1900**
Worthing Observer	Worthing See advt page 384

WARWICKSHIRE

Acocks Green, etc., Journal	Birmingham Home Magazine
Alcester Chronicle, etc.	Alcester Fri **1d** N **1864**
Aston News	Birmingham Sat **1d**
Atherstone Express	Atherstone Thurs **½d**
Atherstone Herald	See "Tamworth Herald"

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Warwickshire—*continued*

Atherstone News	Atherstone Fri **½d** N **1886** 6d
Atherstone Observer	Nuneaton Fri **1d** L **1881**
Bedworth and Toleshill News and Coventry Chronicle	Bedworth Sat **½d**
Bedworth Guardian	Bedworth Fri **1d** C **1872**
Bedworth Observer	Bedworth Fri **1d** L **1888**
Birmingham Catholic News	Birmingham Sat **1d** N **1895** 4d per line
Birmingham Daily Argus	Birmingham Daily (Evening) **½d** L **1897** 5s 65,000 Blocks
Birmingham Daily Gazette	Birmingham Daily **1d** C **1741** At 3s 3d for 40 insertions
Birmingham Daily Mail	Birmingham Daily (Evening) **½d** L **1870**
Birmingham Daily Post	Birmingham Daily **1d** L **1857** 6s 6d Series Discount by arrangement
Birmingham and Moseley Society Journal	Birmingham Illustrated high-class Society paper
Birmingham Gazette Railway Guide	Birmingham Monthly **1d** **1897**
Birmingham News	
Birmingham Official Post Office Guide	Monthly **1d**
Birmingham Review and Record	Birmingham Monthly **2d** **1897**
Birmingham Sports Argus	Birmingham Sat **½d** N **1897** 5s 80,000 Blocks
Birmingham Sunday Echo	Birmingham Sun **½d** N **1898** 1s 3d 15,000 Blocks
Birmingham Telegram	Birmingham Sun **½d** Ind L **1883** 1s 3d Over 35,000 Blocks
Birmingham Weekly Mercury	Birmingham Fri **1d** N **1864**
Birmingham Weekly Mercury	Birmingham Sat **1d** N **1864** 4s 4d
Birmingham Weekly News	Birmingham Sat **1d** Ind **1880** 1s 9d
Birmingham Weekly Post	Birmingham Sat **1d** L
Coleshill Chronicle	Coventry Sat **1d** N **1874** 1s 6d
Coventry Herald	Coventry Fri **1d** L **1808** 1s 6d
Coventry Mercury	Coventry Tuesday **½d** U **1873** 6d 2,300 Blocks
Coventry Reporter	Coventry Sat **½d** Ind **1885** 8d 6,000 Blocks See advt page 318
Coventry Standard	Coventry Fri **1d** C **1741** 9d 7,000 Blocks
Coventry Times and Warwickshire Journal	Coventry Wed **1d** L **1854**
Edgbastonia	Birmingham Monthly **4d** **1881** 3,000 guar
Erdington Weekly News	Erdington Sat **1d**

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Warwickshire—*continued*

Handsworth Chronicle	Birmingham Sat ½d **1839**
Handsworth Herald	Birmingham Sat **1d**
Handsworth Society Journal	Handsworth
Handsworth Magazine	Handsworth
Harborne and West Birmingham News	Birmingham Sat **1d** Ind **1892** 1s
Kenilworth Advertiser	Kenilworth Sat **1d** N **1858** 5d 1,300 Blocks
Leamington Advertiser	Leamington Thurs **1d** U **1842** 1s 3d 15,000 Blocks
Leamington Daily Circular	Leamington Daily **1d** U 24,000 weekly
Leamington Chronicle	Leamington Tw Tues, ½d Fri. **1d** L **1888** 1s 6d
Leamington Spa Courier	Leamington Fri **1d** C **1828** 1s 9d NO blocks
Midland Counties Herald	Birmingham Thurs **1d** N **1836** 10,000
Midland Free Churchman	Birmingham Monthly **1d**
Midland Express	Birmingham Daily ½d
Midland Sporting News	Birmingham Daily **2d** **1872** 5s inch
Midland Telegraph	Coventry Daily ½d N **1891** 4s 6d
Midland Times and Rugby Gazette	Rugby Sat **1d** C **1858** 2s 6,500
Nuneaton Advertiser	Rugby Sat **1d** I **1846**
Nuneaton Chronicle	Nuneaton Fri **1d** C **1868** 1s
Nuneaton Observer	Nuneaton Fri **1d** L **1876** 1s Blocks See advt page 357
Nuneaton Tribune	Nuneaton Tri Tues, Wed, and Fri ½d Ind **1893** 1s 12,000 Blocks
Rugby Advertiser	Rugby Tw Tues, ½d Fri, **1d** Ind **1846** (Series of 3 papers)
Rugby News and District Observer	Rugby Fri ½d Ind **1898**
Solihull Record	Solihull Sat **1d** Ind **1896** 9d 1,000 See advt page 372
South Birmingham Chron.	Selly Oak
Stratford-on-Avon Herald	Stratford-on-Avon Fri **1d** Ind **1860** 6d
Sunday Echo	Birmingham Sunday ½d **1898**
Sutton Coldfield News	Sutton Coldfield Sat **1d**
Sutton Coldfield and Erdington Mercury	Sutton Coldfield Fri **1d**
Tamworth Herald	Tamworth Fri **1d**
The Owl	Birmingham
Towncrier	Birmingham Sat **1d** **1861** £3 page
Warwick Herald	Birmingham Thurs **1d** I **1884**
Warwick & Warwickshire Advertiser	Warwick Sat **2d** L **1806** 1s 6d
Warwick, etc., Times	Warwick Sat **1d** L **1861**
Yardley News Letter	Birmingham Monthly **1d** **1895**

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WESTMORLAND

Kendal Mercury and Times	Kendal Fri **1d** L **1735** 1s 3d
Lakes Chronicle	Windermere Wed **1d**
Lakes Herald	Ambleside Fri **1d** N **1887** 1s 6d
Westmorland Gazette	Kendal Fri **1d** C **1818** 1s 6d

WILTSHIRE

Devizes & Wiltshire Advertiser	Devizes Thurs **1d** **1857**
Devizes & Wiltshire Gazette	Devizes Thur **1d** C **1816** 1s 6d
Evening North Wilts Herald	Swindon Daily(Evening) ½**d** Ind **1882**
Marlborough Times & Wilts and Berks County Paper	Marlboro' Fri **1d** N **1859**
North Wilts Guardian	Chippenham Sat **1d** L **1873**
North Wilts Herald and Cirencester Times	Swindon Daily, ½**d** Fri, **1d** Ind 20,000 week **1861**
Salisbury and Winchester Journal	Salisbury Sat **1d** U **1729** 3s 3d
Salisbury Times and South Wilts Gazette	Salisbury Fri **1d** L **1860** 1s 6d 5,500 Blocks
Swindon Advertiser	Swindon Fri **1d** L **1854** 6d
Swindon Advertiser	Swindon Daily (Evening) except Fri, ½**d** Fri, **1d** L **1854** 6d 5 insertions
Wiltshire Advertiser	Devizes Thurs **1d** L **1857** 1s 8,700 Blocks
Wiltshire Chronicle	Trowbridge Fri **1d** C **1861** 1s See advt page 382
Wiltshire County Mirror and Express	Salisbury Tw Tues and Fri **1d** C **1833** 1s
Wiltshire Telegraph	Devizes Sat ½**d** C **1877** 6d Blocks
Wiltshire Times	Trowbridge Fri **1d** L **1836** 12,000

WORCESTERSHIRE

Berrow's Worcester Journal	Worcester Fri 1½**d** C **1690** 2s 6d
Bromsgrove, etc., Weekly Messenger	Bromsgrove Sat **1d** N **1860** 3.500
County Express for Worcester and Staffs	Stourbridge Sat **1d** Ind **1867** 6,000 NO blocks
County Herald for Worcester and Staffs	See advt page 332
Droitwich Guardian	Droitwich Fri **1d** N **1883** 9d 2,000 Blocks
Dudley Herald	Dudley Sat **1d** U **1866** 1s (In series of 4 papers, 2s) See advt page 332
Evesham Journal	Evesham Sat 1½**d** Ind **1860** 2s 10,000 Blocks
Evesham Standard	Evesham Fri **1d** C **1888** 2s
Kidderminster Shuttle	Kidderminster Fri **1d** L **1870** 1s 6d

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Worcestershire—*continued*

Kidderminster Times	Kidderminster Fri **1½d** N **1867**
Littlebury's West-Midland A B C Railway Guide and Route Book	Worcester Monthly 1st **1d** **1888** 5s 6d One-eighth page, per month 5,000 Small blocks
Malvern Advertiser	Great Malvern Fri **1d** L **1855**
Malvern Gazette	Great Malvern Fri **1d** C **1898**
Malvern News	Great Malvern Fri **1d** C **1860** 2s
Malvernian	Great Malvern Monthly 6d **1870**
Redditch Indicator	Redditch Sat **1d** N **1859** 4d per line 4,900 guar
Tenbury Wells Advertiser	Tenbury Wells Tues **1d** N **1869** 1s
Weekly News for Wednesbury, etc.	Oldbury Sat **1d** Ind **1874** 4d (Series of 3 papers) 3,200 Blocks
West Bromwich Weekly Chronicle	West Bromwich Sat **½d** L **1874** See advt page 384
Worcester A B C Ry. Guide and Special Time Tables	Worcester Monthly 1st **2d** **1879** 5s 6d One-eighth page, per month 5,000 Small blocks
Worcester Daily Times	Worcester Daily **½d** C **1880** 9d for 78 inserts
Worcester County Herald	Worcester Sat **2d** N **1794** 2s
Worcestershire Advertiser	Worcester Fri **1½d** N **1861**
Worcestershire Chronicle	Worcester Fri **1d** L **1888** 2s
Worcestershire Echo	Worcester Daily (Evening) **½d** L **1877** 3s
Worcestershire Herald	Worcester Sat **2d** **1794**
Worcestershire Standard	Worcester Fri **1d** C **1896** 2s

YORKSHIRE

Alford and Spilsby Gazette	Lincoln Sat **1d** See advt page 349
Armley and Wortley News	Armley Fri **½d** N **1885** 8,000 guar
Barnsley Chronicle	Barnsley Sat **1d** L **1858** 2s 15,000
Barnsley Independent	Barnsley Fri and Sat **1d** C **1855** 10,000 See advt page 300
Batley Free Press	Batley Weekly **½d** **1900**
Batley News	Batley Fri **1d** C **1879** 1s (Series of 5 papers) See advt page 304
Batley Reporter	Batley Fri **1d** L **1866**
Bedale and Northallerton Times	Harrogate Sat **1d** N **1855** (See "Ripon Gazette")
Bedale Chronicle & Wensleydale Herald	Bedale Fri **1d**
Beverley Echo	Beverley Wed **½d** L **1877** 6d Blocks See advt page 305
Beverley Guardian	Beverley Fri and Sat **1d** C **1856** See advt page 305
Beverley Independent	Beverley Sat **1d** N **1888** 8d 2,000 Blocks
Beverley Weekly Recorder	Beverley Fri and Sat **1d** L **1855** 9d Blocks See advt page 305

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Yorkshire—*continued*

Bingley Chronicle & Pioneer	Bingley Sat ½d L **1889** See advt page 306
Bingley Herald	Bingley Weekly **1d**
Birstall Herald & Gomersal Courier	Heckmondwike Thurs **1d** L **1886** See Heckmondwike series of 4 papers
Birstall News	Birstall Thurs **1d** L **1880**
Boston Spa News	Wetherby Fri **1d** C **1878** See "Wetherby News"
Bradford Budget	Bradford Sat **1d** L **1869**
Bradford Catholic Herald	Bradford Fri **1d** N **1888** 4d per line
Bradford Citizen	Bradford Sat **1d** N **1884** See "Citizen Weekly," Leeds
Bradford Daily Argus	Bradford Daily ½d 38,000 month C **1892**
Bradford Daily Telegraph	Bradford Daily ½d L **1858** 1s 30,000
Bradford Illustrated Weekly Telegraph	Bradford Sat **1d** L **1869** 10d 10,000
Bradford Mercury	Bradford Sat **1d** L **1890** 2s
Bradford Observer	Bradford Daily **1d** L **1834** 2s for 78 inserts
Bridlington Daily Mail	Bridlington Daily ½d
Bridlington & Quay Chron.	Bridlington Fri **1d** N **1897**
Bridlington and Quay Free Press	Bridlington Quay Fri **1d** C **1859**
Bridlington & Quay Gazette	Bridlington Fri **1d** N **1874**
Bridlington & Quay Observer	Bridlington Quay Tues **1d** N **1853**
Brighouse & Elland Echo	Brighouse Fri **1d** Ind **1887** 1s 6,500 Blocks
Brighouse Free Press	Brighouse Thurs ½d 700
Brighouse News	Brighouse Fri **1d** L **1866**
Castleford Herald	Castleford Sat **1d** C
Castleford Telegraph	Pontefract Sat **1d** L **1890** 1s 3,000 Blocks
Cleckheaton Advertiser	Cleckheaton Thur **1d** L **1856**
Cleckheaton Guardian & Spen Valley News	Cleckheaton Fri **1d** C **1873** 1s 3d 8,500 guar Blocks
Craven Herald	Skipton Fri **1d** C **1874**
Crown District Advertiser	Huddersfield **Gratis** Thurs **1898** 12,000
Dewsbury District News & Chronicle	Dewsbury Sat **1d** U **1845**
Dewsbury Reporter	Dewsbury Sat **1d** L **1858** (Series of 4 papers) See advt page 320
Doncaster & Thorne Advertiser	See "Goole Times"
Doncaster Chronicle	Doncaster Fri **1d** C **1836** 1s
Doncaster Gazette	Doncaster Fri **1d** L **1786** 9d 10,000 Blocks
Doncaster Weekly News	See "Sheffield Weekly News"
Driffield Observer	Driffield Sat **1d** L **1853** 4d
Driffield Times	Driffield Fri **1d** N **1860** 3,000

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Yorkshire—*continued*

Easingwold Advertiser	Easingwold Fri **1d** Ind **1892**
East Riding Chronicle	Driffield Sat ½**d** N **1871**
East Riding Telegraph	Beverley Fri **1d** Ind **1895**
Eastern Morning News	Hull Daily **1d** L **1864**
Eckington, etc., Express	Woodhouse Fri **1d** N **1897** See "Mexbro' Times"
Elland Echo	Brighouse Fri **1d** Ind **1887** See "Brighouse Echo"
Elland News	Elland Fri **1d** L **1898**
Goole Saturday Journal	Goole Sat ½**d** N **1888** 7d 3,000
Goole Wednesday Journal	Goole Wed ½**d** N **1891** 7d 3,000 Blocks
Goole Times	Goole Fri **1d** N **1853** 1s 8,616 guar Blocks
Grave and Gay	Beverley Monthly **1d** **1898**
Grimsby Daily Mail	Daily ½**d** U **1787**
Grimsby Express	Hull Sat **1d** Ind **1876** 30,000
Grimsby Gazette	Lincoln Fri **1d** C See advt page 349
Halifax Boro' Advertiser	Halifax Thurs **Gratis** **1892**
Halifax Comet	Halifax Tues ½**d** N **1892** 1s See advt page 334
Halifax Courier	Halifax Sat **1d** L **1853** 19,000 guar
Halifax Evening Courier	Halifax Daily (Evening) ½**d** L **1892** 72,000 guar weekly
Halifax Guardian	Halifax Sat **1d** C **1832** 4d per line
Harrogate Advertiser	Harrogate Sat **1d** C **1836** 1s 4d
Harrogate Herald	Harrogate Wed **1d** L **1847**
Harrogate Visitor	Harrogate Fri **1d** N **1894**
Hebden Bridge News	Hebden Bridge Fri **1d** L **1858**
Hebden Bridge Times	Hebden Bridge Fri **1d** N **1831** 6d 4,500 Light blocks
Heckmondwike Herald	Heckmondwike Thur **1d** L **1877**
Heckmondwike Dist. News	Heckmondwike Sat **1d** N **1899**
Heckmondwike Reporter	Dewsbury Sat **1d** L **1867**
Holmfirth Express	Holmfirth Sat **1d** N 2,500 guar **1888** 1s
Horbury & Ossett Herald	Wakefield Sat **1d** C **1801**
Horbury Observer	Ossett Sat **1d** N **1870**
Hornsea Telegraph and Visitors' List	Fri **1d**
Howdenshire Gazette	Howden Fri **1d** I **1853** See "Goole Times"
Howdenshire Chronicle	Pocklington Sat **1d** N **1876**
Huddersfield Borough Advertiser	Fri **Gratis** **1884** 18,000 guar
Huddersfield Crown Advertiser	Huddersfield **Gratis** **1898** 18,000 guar See advt. page 338
Huddersfield Daily Chron.	Huddersfield Daily (except Sat) **1d** C **1871** 2s 6d NO blocks
Huddersfield District Advertiser	Thur **Gratis** **1887** 12,000

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Yorkshire—*continued*

Huddersfield Examiner	Huddersfield Evening (except Sat) ½d L 1851 Weekly, 2d 2s 6d Blocks
Huddersfield Weeky Chron.	Huddersfield Sat 1d C 1850 2s 6d NO blocks
Huddersfield Weekly Examiner	Huddersfield Sat 2d L 1851 2s 6d Blocks
Huddersfield Weekly News	Huddersfield Sat 1d C 1869
Hull Catholic Herald	Hull Fri 1d Ind 1888 4d per line
Hull Daily Mail	Hull Daily ½d C 1885 1s 3d for 78 insertions
Hull Daily News	Hull Daily ½d L 1884 1s 6d Blocks
Hull News	Hull Sat 1d L 1852 2s Blocks
Hull and East Yorkshire Times	Hull Sat 1d C 1857 2s
Hull and Lincolnshire Times	Hull Sat 1d C 1857 2s
Hull Weekly Express	Hull Sat 1d Ind 1876 2s 30,000 Blocks See "Grimsby Express"
Ilkley Free Press	Ilkley Fri 1d N 1871
Ilkley Gazette	Ilkley Sat 1d N 1861 9d 1,000
Keighley Herald	Keighley Fri 1d C 1873 2s
Keighley News	Keighley Sat 1d L 1862 16,400
Knaresborough News	Knaresborough Thurs 1d 1850
Knaresborough Post	Knaresboro' Fri 1d L 1863 3s d c
Laisterdyke News	Stanningley Fri ½d N 1895
Leeds A B C Railway Guide (Robinson's)	Leeds Monthly 1d
Leeds Catholic Herald	Leeds Fri 1d N 1888 4d per line
Leeds Daily News	Leeds Daily ½d C 1872 At 2s 6d for 26 inserts 109,780 guar NO blocks
Leeds and Yorkshire Mercury	Leeds Daily ½d L 1718 4s 4d Blocks
Leeds Weekly Mercury	Leeds Sat 1d L 1718 7s 7d Blocks
Leeds Saturday Journal	Leeds Fri 1d N 1884 3s 6d 59,000 guar
Leeds Yorks Evening Post	Leeds Daily ½d C 1890
Leeds Yorkshire Post	Leeds Daily 1d C 1754 5s 5d 55,000 NO blocks
Leeds Yorks Weekly Post	Leeds Sat 1d C 1754
Leyburn, Bedale & Hawes Chronicle	Leyburn Fri 1d
Loftus Advertiser	Loftus Fri 1d Ind 1876
Malton Gazette	New Malton Sat 1d C 1854 9d
Malton Messenger	Malton Sat 1d Ind 1854 1s 3d 6 000 guar Blocks
Mexborough and Swinton Times	Mexborough Fri 1d N 1877 1s 10,000
Mexborough and Swinton Weekly News	Mexborough Fri 1d 1889

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Yorkshire—*continued*

Middlesbrough Evening Telegraph	Middlesbro' Daily (Evening) ½d C **1897** 2s 6d
Middlesbro' North-Eastern Daily Gazette	Middlesbrough Daily ½d L **1869**
Middlesbrough Northern Weekly Gazette	Middlesbrough Sat **1d** N **1856**
Mirfield Herald	Heckmondwike Thurs **1d** L **1880** 4,000
Mirfield Reporter	Mirfield Sat **1d** L **1882**
Morley District News	Sat **1d** U **1897** See "Batley News," and also advt page 304
Morley Observer	Morley Fri **1d** N **1871** 6d
Normanton Echo	Morley L See "Wakefield Echo," also see advt page 381
Normanton Herald	Wakefield Sat **1d** C See "Wakefield Herald"
North-Eastern Daily Gazette	Middlesbrough-on-Tees 60,220 Weekly **1869**
North-Eastern Weekly Gazette	Middlesbrough-on-Tees Sat **1d** L **1856**
North Riding and Northallerton News	Northallerton Fri
Northern Reporter	Wetherby Sat **1d** Ind **1858** 6d 2,000 Blocks
Ossett Observer	Ossett Sat **1d** N **1884** 1s
Pateley Bridge Herald	Pateley Bridge Sat **1d** L **1863** 2s
Penistone, etc., Express	Penistone Fri **1d** N See "Mexborough Times"
Pocklington Weekly News	Pocklington Sat **1d** **1876**
Pontefract and Castleford Advertiser	Pontefract Sat **1d** U **1856** 8d 2,500 Blocks
Pontefract and Castleford Express	Castleford and Pontefract Sat **1d** N **1880** 9,000
Pontefract Telegraph	Pontefract Sat **1d** L **1857** 1s 5,000
Pontefract Weekly Herald	Goole Sat **1d** C **1891**
Publicity	Hull Monthly **2s per annum**
Pudsey District Advertiser	Stanningley Thurs ½d L **1883** 6d
Pudsey Echo	Pudsey Thurs ½d L **1839** 5d Blocks
Pudsey News	Pudsey Fri ½d Ind 12,000 **1872** 1s
Redcar News	Redcar Sat **1d** C **1870**
Richmond Division Gazette	Richmond Fri **1d**
Ripon Gazette	Harrogate Thurs and Sat **1d** L **1866** See "Harrogate Herald"
Ripon Observer	Ripon Thurs **1d** C **1886** 6d 3,000 Blocks
Rotherham Advertiser	Rotherham Sat **1d** R **1853** 16,500 2s 6d
Rotherham Express	Rotherham Fri **1d** N **1895**

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Yorkshire—*continued*

Rotherham Weekly News	Sheffield Fri **1d** Ind **1899**
Rothwell Advertiser	Weekly **Gratis**
Rothwell Express	Rothwell Fri **½d**
Rothwell Times	Rothwell Fri **1d** Ind **1873**
Saltburn Times	Saltburn-by-the-Sea Sat (June to September) **1d** N **1887**
Scarborough Daily Post	Scarborough Daily (Evening) **½d** Weekly (Fri) **1d** C **1876**
Scarborough Evening News	Scarborough Daily (ex Fri) **½d** L **1882** 1s
Scarborough Gazette	Scarborough Thur **2d** N **1845** 10d Blocks
Scarborough Mercury	Scarborough Thur **1d** L **1855** 1s
Selby Express	Goole Fri **1d** I **1853**
Selby Times	Selby Fri **1d** N **1850** 1s NO blocks
Sheffield A B C Railway Guide	Monthly **1d** 30,000
Sheffield Daily Telegraph	Sheffield Daily **1d** C **1855** 45,000
Sheffield and Rotherham Independent	Sheffield Daily **1d** L **1819** 6s
Sheffield Telegraph & Star	Daily 8 Editions **½d**
Sheffield Weekly Independent	Sheffield Thur **1d** N **1884** 3s 6d
Sheffield Weekly News	Sheffield Fri **1d** Ind **1899**
Sheffield Weekly Telegraph	Sheffield Fri **1d** **1862**
Shipley Express & Airedale News	Idle, Bradford Fri **1d** N **1894** 1s 10,000
Shipley Times	Shipley Fri **1d** Ind **1876** 2s
Skyrack Courier	Leeds Sat **1d** Ind **1888** 1s Blocks See advt page 371
Slaithwaite Guardian	Slaithwaite Fri **½d** Ind **1896** 6d 3,000 Blocks
Sowerby Bridge Chronicle	Sowerby Bridge Fri **½d** N **1883** 6d
Tadcaster News	Wetherby Thur **1d** C **1861** See "Wetherby News"
Thirsk and District News	York Sat **1d** I **1897** 10d 4,500 Blocks
Thirsk & Malton Division Guardian	Thirsk Fri **1d**
Thornhill Herald	See "Heckmondwike Herald"
Todmorden Advertiser	Fri **1d** N **1853**
Todmorden District News	Fri **1d** L **1858**
Todmorden Herald	Wed **½d** 4,000 **1900**
Wakefield Advertiser	Wakefield Monthly 1st Tues Free N **1898** 6d 10,000 guar Blocks
Wakefield and Normanton Echo	Wakefield Fri **½d** Ind **1876** See advt page 381
Wakefield Express	Wakefield Sat **1d** L **1852** 1s9d 19,000
Wakefield & West Riding Herald	Wakefield Sat **1d** C **1801** 1s in series of 3 papers

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Yorkshire—*continued*

Wakefield Sentinel	Wakefield Sat **1d** Ind **1898**
Wants	Leeds Sat **1894** 7,000
Week and Weekly News	Sheffield Fri **1d** Ind **1899** Illustrated
Weekly Sentinel	York Sat **1d**
West Yorkshire Pioneer	Skipton Fri **1d** L **1858** 1s NO blocks
Wetherby News	Wetherby Fri **1d** C **1857** 1s (Series of 4 papers)
Wharfedale Observer	Otley Fri **1d** N **1872** 6d 7,600 guar NO blocks
Whitby Gazette	Whitby Fri **1d** Ind **1854** 1s 3d Over 7,000 Blocks
Whitby Times	Whitby Fri **1d** C **1862** 1s 9d 7,141 See advt page 382
Yorkshire Evening Press	York Daily (Evening) **½d** N **1884** Blocks
Yorkshire Chronicle	York Fri **½d** N **1772** 13,000 guar
Yorkshire Daily Herald	York Daily **1d** U **1874** 2s 1d NO blocks
Yorkshire Factory Times	Huddersfield Thur **1d** N **1889**
Yorkshire Gazette	York Sat **1d** C **1819** 15,000
Yorkshire Observer	York Sat **½d** L **1899** 9d 4,800 Blocks
Yorkshire Weekly Herald	York Sat **2d** U **1790** 5s Blocks
Yorkshire Telegraph & Star	Sheffield Daily (Evening) **½d** N **1898** 85,000
Yorkshire Sports	York Sat **½d**

CHANNEL ISLANDS

GUERNSEY

Gazette de Guernsey	Guernsey Sat **1½d** N **1791** 1s 6d
Guernsey Advertiser	Guernsey Sat **1d** L **1869** 1s 6d 4,800 guar
Guernsey Evening Press	Guernsey Daily (Evening) **½d** Ind **1897** 5,000
Guernsey News	Guernsey Fri **1d** C **1873** 1s 6d 2,500 guar
Guernsey Star	Guernsey Tri Tues, Thurs, and Sat **1d** L C **1813** 1s 6d
Le Bailliage	Guernsey Sat **1d** L U **1832**

JERSEY

Chronique de Jersey	Wed and Sat L **1814**
Jersey Amusements and Visitors' Guide	Jersey Weekly **1900**
Jersey Evening Post	St. Helier Daily (Evening) **½d** N **1891**
Jersey Times and British Press	St. Helier Daily **½d** C **1815** 6d (for 78 insertions)

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Jersey—*continued*

Jersey Weekly Express	St. Helier Fri **1d** L **1865**
Jersey Weekly Press	St. Helier Fri **1d** C **1858** 10d
Nouvelle Chronique de Jersey	St. Helier Tw Wed and Sat **1½d** L C **1855**
Magasin Methodiste	Jersey Monthly **3s per annum 1826**

ISLE OF MAN

Broadbent's Visitors' Guide	Douglas Monthly **1d, 6d** and **1s** Quarter-page 10s per month 10,000 yearly Blocks
Isle of Man Examiner	Douglas Fri **1d** L **1880** 2s 6,000 Light blocks
Isle of Man Times	Douglas Daily **½d** Ind L **1849** 1s 3d
Manx Sun	Douglas Fri **1d** N **1821** 2s
Manx Wesleyan Methodist Church Record	Douglas Monthly **1d**
Mona's Herald and I. of M. Advertiser	Douglas Tues **1d** L **1883** 1s
Peel Guardian & Chronicle	Peel Sat **1d** N **1882**
Ramsey Courier	Ramsey Tw Tues, **½d** Fri, **1d** Ind **1884** 6d
Ramsey Weekly News	Ramsey Wed **½d** Ind **1889** 1s

ISLE OF WIGHT

Isle of Wight Advertiser	Ventnor Fri **1d** Ind **1857** 1s
Isle of Wight Chronicle	Sandown Thurs **1d** Ind **1866** 1s Blocks See advt page 337
Isle of Wight County Press	Newport Sat **1d** U **1884** 1s 6d NO blocks
Isle of Wight Express	Newport Sat **1d** L **1870**
Isle of Wight Guardian	Shanklin Sat **1d** N **1876** 1s Blocks
Isle of Wight Herald	Cowes Fri **1d** C **1864** 1s 4,000 Blocks
Isle of Wight Mercury	Ventnor Sat **1d** C **1855** 6d 2,500 Blocks
Isle of Wight Observer	Ryde Fri **1½d** C **1852** 1s
Isle of Wight Times and Hampshire Gazette	Ryde Wed **1d** L Ind **1862** 6d Blocks
Newport Times	Newport Sat **1d** C **1870**
Ryde & Isle of Wight News	Ryde Fri **1d** N **1869** 2,000

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Section II.—Wales.

Counties included in the following pages:—

BRECKNOCKSHIRE	GLAMORGANSHIRE
CARDIGANSHIRE	ISLE OF ANGLESEA
CARMARTHENSHIRE	MERIONETHSHIRE
CARNARVONSHIRE	MONTGOMERYSHIRE
DENBIGHSHIRE	PEMBROKESHIRE
FLINTSHIRE	RADNORSHIRE

Refer to page 214 for particulars of arrangement of papers as published and statements given. The example given on page 215 and abbreviations apply also to this section.

Sections 3 and 4—Scotland and Ireland—will be found at the conclusion of the Welsh papers.

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PROVINCIAL PAPERS.

Section II.—Wales.

BRECKNOCKSHIRE

Brecon County Times	Brecon Thur **1d** C **1866**
Brecon & Radnor Express	Brecon Thur **1d** L **1889** 5,100 guar

CARDIGANSHIRE

Aberystwith Chronicle	Aberystwith Thur **1d**
Aberystwith Observer	Aberystwith Thur **1d** C **1868** 1s
Brython Cymreig, Y	Lampeter Fri **½d** U **1892** 2,600
Cambrian News	Aberystwith Fri **1d** R **1860**
Cardigan and Twyside Advertiser	Cardigan Fri **1d** N **1866** 6d
Cardigan Bay Visitor	Aberystwith Sat **1d** N **1887** Barnwuth Tues **1d**
Cardigan County Times	Aberystwith Sat **1d** C **1893** 1s 6d 4,300 Blocks

CARMARTHENSHIRE

Carmarthen Journal	Carmarthen Fri **1d** C **1810**
Carmarthen Weekly Reporter	Carmarthen Fri **1d** L **1860**
Cyfaill Egbwysig	Carmarthen Monthly **1d** **1862**
Llanelly Guardian	Llanelly Thur **1d** U **1863** 2s
Llanelly Mercury	Llanelly Thur **1d** R **1891** 6s 6d per inch per quarter 10,500
Seren Cymru	Carmarthen Fri **1d** 5,000 guar L **1857**
Seren Yr Ysgol Sol	Llanelly Monthly **1d** **1896** 10,000
South Wales Press	Llanelly Thur **1d** L **1863** 2s
Welshman	Carmarthen Fri **1d** Ind **1829** 9d 4,100
Y Celt	Llanelly

CARNARVONSHIRE

Carnarvon and Denbigh Herald	Carnarvon Fri **1d** L **1831** 1s 6d
Cronicl Cymru	Bangor Wed **½d** C **1843**
Eurgrawn Wesleyaidd	Bangor **1809**
Gwalia, Y	Bangor Tues **1d** C **1880** 2s 6d
Herald Cymraeg	Carnarvon Wed **1d** I L **1854**
Llandudno Advertiser	Llandudno Thur **1d** L **1885**
Llandudno Directory	Llandudno Sat **1d** N **1854** 2s 6d

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Carnarvonshire—*continued*

Llandudno Register	Llandudno Thur **1d** L **1854** 2s
Llandudno & Welsh Coast Pioneer	Llandudno Fri **1d** **1898**
North Wales Chronicle	Bangor Fri **1d** C **1807** 2s 6d
North Wales Observer and Express	Carnarvon Thur **1d** L **1877** 1s 6d
Papur Pawb	Carnarvon Wed **1d** N **1893** Illustrated See advt page 361
Penmaenmawr Weekly News	Conway Fri **1d** Ind **1883**
Udjorn Rhyddid	Pwllheli Tues ½**d** L **1888**
Y Chwarelwr Cymreig	Bangor Thurs ½**d** **1893**
Y Clorianydd	Bangor Thurs ½**d** U **1891**
Y Genedl Gymreig	Carnarvon Tues **1d** L **1877** 1s 3d
Y Werin	Carnarvon Fri ½**d** L **1885** 1s 3d
Yr Herald Cymraeg	Welsh Herald Tues **1d** **1854**

DENBIGHSHIRE

Abergele & Pensarn Visitor	Abergele Sat **1d** N **1856** 6d
Abergele & Welsh Coast Pioneer	Abergele Fri **1d** **1898**
Abergele News	Rhyl Fri **1d** **1901**
Colwyn Bay Pioneer	Colwyn Bay Fri **1d** Ind **1898** 1s 5,000 NO blocks
Denbighshire Free Press	Denbigh Fri **1d** Ind **1881** 6d 3,350
Greal Y	Llangollen Monthly **3d** **1852** £12 page
Llangollen Advertiser	Llangollen Thurs **1d** Ind **1860** 1s See advt page 351
Llanrwst Free Press	Llanrwst Sat **1d** **1890**
Llanrwst & Welsh Coast Pioneer	Llanrwst Fri **1d** **1898**
N. Wales Guardian	Wrexham Fri **1d** U **1867** See advt page 358
N. Wales Times	Denbigh Fri **1d** L **1895**
Rhos Herald	Ruabon Sat **1d** L **1894**
Weekly News	Colwyn Bay Fri **1d** N **1889**
Wrexham Advertiser	Wrexham Fri **1d** L **1848**
Wrexham Argus	Wrexham Monthly (illus) **2d** **1884** See advt page 384

FLINTSHIRE

County Herald	Holywell Thurs **1d** L **1883**
Flintshire Observer	Holywell Thurs **1d** N **1855**
Rhyl Advertiser	Rhyl See advt page 366
Rhyl Guardian	Rhyl Sat **1d** C **1873**
Rhyl Journal	Rhyl Fri **1d** C **1866** See advt page 365

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Flintshire—*continued*

Rhyl News	Rhyl	Fri	**1d**	**1901**	See advt page 366	
Rhyl Record	Rhyl	Sat	**1d**	L	**1856**	
Rhyl & Welsh Coast Pioneer	Rhyl	Fri	**1d**	**1898**		
Y Gwyliedydd	Rhyl	Wed	**1d**	L	**1877**	

GLAMORGANSHIRE

Aberdare Times	Aberdare	Thurs	**1d**	Ind	**1861**	
Barry Dock Herald	Barry Dock	Fri	**½d**	L	**1896**	9d
Barry Dock News	Barry Dock	Thurs	**1d**	N	**1888**	6d 5,000 Blocks
Bridgend and Neath Chron.	Bridgend	Fri	**1d**	R	**1879**	1s
Cambria Daily Leader	Swansea	Daily (Evening)	**½d**	N	**1881**	11,000
Cambrian, The	Swansea	Fri	**1d**	L	**1804**	1s 6d
Cardiff Evening Express	Cardiff	Daily (Evg)	**½d**	C	**1887**	1s
Cardiff Times	Cardiff	Daily (6 editions)				
Evening Express	Cardiff	Fri	**1d**	L	**1857**	2s
Glamorgan Free Press	Pontypridd	Sat	**1d**	L	**1891**	2s 8,000
Glamorgan Gazette	Bridgend	Fri	**1d**	N	**1894**	1s
Glamorgan Times	Pontypridd	Sat	**1d**	U	**1895**	
Herald of Wales	Swansea	Fri	**1d**	Ind	**1847**	11,000
Industrial World	Swansea	Fri	**1d**	1s		
Merthyr Express	Merthyr Tydvil	Fri	**1d**	L	**1864**	1s 12,000
Mid-Glamorgan Herald	Neath	Fri	**1d**	N	**1880**	8,000 cert
Mumbles Express	Mumbles	**1d**				
Mumbles News	Mumbles	**1d**				
Mumbles Record	**1d**					
Penarth Advertiser	Cardiff	**1900**				
Penarth Times	Penarth	Sat	**1d**	N	**1882**	1,400 guar
Pontypridd Chronicle	Pontypridd	Sat	**1d**	L	**1881**	
Pontypridd Observer	Pontypridd	Sat	**½d**	N	**1897**	5d Blocks
Porth Gazette	Porth	Sat	**½d**			
Rhondda Post	Ton-y-pandy	Wed	**½d**	L	**1897**	
South Wales Daily News	Cardiff	Daily	**1d**	L	**1872**	1s for 78 insertions
South Wales Daily Post	Swansea	Daily	**½d**	C	**1893**	1s (Includes weekly)
South Wales Echo	Cardiff	Daily (Evening)	**½d**	L	**1884**	1s for 78 insertions
South Wales Weekly Post	Swansea	Sat	**1d**	C	**1893**	See "Daily Post"
Swansea Gazette & Shipping Register	Swansea	Daily	**1d**	N	**1877**	
Tarian y Gweithier	Aberdare	Thur	**1d**	L	**1874**	6d 1,300 Blocks
Weekly Mail	Cardiff	Fri and Sat	**1d**	C	**1870**	1s 6d
Welsh Catholic Herald	Cardiff	Fri	**1d**	N	**1898**	4d per line
Western Mail	Cardiff	Daily	**1d**	C	**1869**	2s
Y Tyst	Merthyr Tydvil	Wed	**1½d**	L	**1864**	9d

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ISLE OF ANGLESEA

Holyhead Mail & Anglesea Herald	Holyhead	Thur	**1d**	L	**1884**	
Y Clorianydd	Bangor	Thur	**½d**	U	**1891**	1s 8d

MERIONETHSHIRE

Barmouth and County Advertiser	Barmouth	Thur	**1d**	N	**1877**	2s
Dysgedydd	Dolgelly	Monthly	**4d**		**1820**	
Merioneth News & Herald	Dolgelly	Thur	**1d**	L	**1879**	
Towyn-on-Sea & Merioneth County Times	Towyn	Thur	**1d**	N	**1895**	1s 1,500 Blocks
Wythnos-A'h Eugr.	Bala	Wed	**½d**	L	**1880**	
Y Dydd	Dolgelly	Fri	**1d**	L	**1868**	3d per line 2,000 Blocks
Y Goleuad	Dolgelly	Tues	**1d**	L	**1869**	2s 6d
Y Gymraes	Dolgelly	Monthly	**1d**		**1896**	5s inch
Y Lladmerdydd	Dolgelly	Monthly	**2d**		**1878**	5s inch
Y Seren	Bala	Sat	**½d**	R	**1885**	

MONTGOMERYSHIRE

Cardigan & Montgomeryshire County Times	Welshpool	Sat*	**1d**		**1880**	C Blocks
Montgomery & Radnor Echo	Llanidloes	Fri	**1d**	L	**1888**	
Montgomeryshire Express and Radnor Times	Newtown	Tues	**1d**	R	**1860**	5d Blocks

PEMBROKESHIRE

County Echo	Fishguard	Thur	**1d**	Ind	**1892**	6d 1,500 Blocks
Haverfordwest Telegraph	Haverfordwest	Wed	**1d**	L	**1854**	1 inch 5s per quarter
Milford Haven and County Times	Milford Haven	Weekly	**1d**		**1899**	
Pembroke County Guardian	Solva	Fri	**1d**	Ind	**1861**	1s 6d 4,700
Pembroke Dock Gazette	Pembroke Dock	Fri	**1d**	Ind	**1860**	6d 1,750 Blocks
Pembroke Dock News	Pembroke Dock	Fri	**1d**	I	**1861**	
Pembroke Dock Journal, etc., Advertiser	Pembroke	Thur and Sat	**1d**		**1901**	
Pembroke Free Press	Pembroke	Fri	**1d**	Ind	**1878**	
Pembrokeshire Herald	Haverfordwest	Fri	**1d**	C	**1844**	
Pembrokeshire Times	Pembroke	Thur	**1d**	Ind	**1879**	9d Blocks
Tenby and County News	Tenby	Wed	**1d**	C	**1893**	
Tenby Observer	Tenby	Thur	**1d**	18,000 Ind	**1853**	

RADNORSHIRE

Radnorshire Standard and Llandrindod Wells Gaz.	Llandrindod Wells	Wed	**1d**	C	**1898**	1s 6d See advt page 313
Radnor Express	Llandrindod Wells	Wed	**1d**		**1897**	

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DIXON'S ADVERTISERS' MAP

SCOTLAND
TOTAL POPULATION
4471937.
TOTAL NUMBER OF
PUBLICATIONS 320

The County & County Towns is stated. also the County population and what the districts are noted for.

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Section III.—Scotland

Counties included in following pages:—

ABERDEENSHIRE
ARGYLLSHIRE
AYRSHIRE
BANFFSHIRE
BERWICKSHIRE
CAITHNESS-SHIRE
CLACKMANNANSHIRE
DUMBARTONSHIRE
DUMFRIESSHIRE
EDINBURGHSHIRE
ELGIN
FIFESHIRE
FORFARSHIRE
HADDINGTONSHIRE
INVERNESS-SHIRE
ISLE OF BUTE
KINCARDINESHIRE
KINROSS-SHIRE
KIRKCUDBRIGHTSHIRE
LANARKSHIRE
LINLITHGOWSHIRE
NAIRNSHIRE
ORKNEYS
PEEBLESSHIRE
PERTHSHIRE
RENFREWSHIRE
ROSS-SHIRE
ROXBURGHSHIRE
SELKIRKSHIRE
SHETLAND ISLES
STIRLINGSHIRE
WIGTOWNSHIRE

For explanation of details in the following pages, refer to example given on pages 214, 215

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PROVINCIAL PAPERS.

Section III.—Scotland.

ABERDEENSHIRE

Aberdeen, Banff, and Moray Weekly News	See "Dundee Weekly News"
Aberdeen Catholic Herald	Glasgow See "Catholic Herald," London Fri **1d** Ind **1894** 4d per line
Aberdeen Daily Free Press	Aberdeen Daily (Morning) **1d** L **1853** 6d per line
Aberdeen Daily Journal	Aberdeen **1d** C **1748**
Aberdeen Evening Express	Aberdeen Daily (Evening) **½d** N **1879** 4d per line
Aberdeen Evening Gazette	Aberdeen Daily (Evening) **½d** L **1881** 6d per line
Aberdeen Weekly Free Press & Aberdeen Herald	Aberdeen Sat **1d** L **1806** 6d per line
Aberdeen Weekly Journal	Aberdeen Wed **1d** C **1748** 4d per line
Aberdeen City Weekly News	Aberdeen Fri **1d** L **1864** 5s 40,000
Alma Mater	Aberdeen Wed Oct to July **2d** Illus N **1882**
Buchan Observer	Peterhead Tues **1d** L **1863** 6d 6,000 guar
Fraserburgh Advertiser	Fraserburgh Fri **1d** L **1852**
Fraserburgh Herald	Fraserburgh Tues **1d** N **1884** 1s
Huntly Express	Huntly Sat **1d** Ind **1863** 9d 4,000
Northern Advertiser	Aberdeen Tw Tues & Fri **Gratis** N **1856** 1s 3d 19,000 weekly Blocks
Northern Figaro	Aberdeen Thurs **1d** N **1884**
People's Journal	Aberdeen Sat **1d** L **1858** See "People's Journal," Dundee
Peterhead Sentinel	Peterhead Sat **1d** I **1856** 6d 5,000 Blocks

ARGYLLSHIRE

Argyllshire Advertiser	Lochgilphead Wed **½d** Ind 2,100 **1887**
Argyllshire Herald	Campbelltown Fri **1d** L **1850** 6d
Campbelltown Courier	Campbelltown Sat **1d** C **1873** 3d
Dunoon Herald	Dunoon Fri **1d** Ind 1876 1s
Dunoon Observer	Dunoon Fri **1d** C **1871** 1s
Oban Express	Oban Thurs **1d** L **1888**
Oban Telegraph	Oban Fri **1d** U **1876** 6d 3,000 Blocks
Oban Times	Oban Thurs **1d** L **1861** 2s NO blocks

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AYRSHIRE

Ardrossan and Saltcoats Herald	Ardrossan Fri **1d** L **1853** 1s
Ayr Advertiser	Ayr Tw Thurs **1d** U **1803** 3,500 guar 20s for three months' insertions
Ayr Observer	Ayr Tw Tues and Fri **1d** C **1832** 4d per line Blocks
Ayrshire Post	Ayr Fri **1d** L **1880** 9d 7,800 guar NO blocks See advt page 300
Ayrshire Weekly News	Ardrossan Fri ½**d** C **1859** 4d per line
Beith Echo	Beith Sat ½**d** **1892**
Cumnock Express	Cumnock Fri **1d** I **1866**
Cumnock News	Ardrossan Fri **1d** L **1880** See "Ardrossan Herald"
Dalry Herald	Irvine Fri **1d** U **1893**
Galston Weekly Supplement	Galston Fri ½**d** Ind **1879** 8d
Irvine Herald	Irvine Fri **1d** Ind **1870** 1s
Irvine Times	Ardrossan Fri **1d** L **1873**
Kilmarnock Herald	Kilmarnock Fri **1d** L C **1880** 1s 3d
Kilmarnock Standard	Kilmarnock Sat **1d** L **1863** 14,000
Kilwinning Chronicle	Irvine Fri **1d** U **1893**
Largs News	Largs Sat ½**d** N **1876** 2,000
Stevenston Gazette	Irvine Fri **1d** U **1893**
Troon Herald	Irvine Fri **1d** U **1893**
Troon Times	Ardrossan Fri **1d** L **1853**

BANFFSHIRE

Banffshire Advertiser	Buckie Thurs **1d** L **1881**
Banffshire Herald	Keith Sat **1d** U **1892** 1s 3,500 NO blocks
Banffshire Journal	Banff Tues **1d** U **1845** 2s
Banffshire Reporter	Portsoy Wed **1d** Ind **1850**
Dufftown News & Speyside Advertiser	Dufftown Sat ½**d** Ind **1894** 1s 3d 2,000 Blocks

BERWICKSHIRE

Berwickshire Advertiser	Duns Tues **1d** N **1893** 3d per line
Berwickshire News	Berwick-on-Tweed Tues **1d** N **1869** 1s 7,000 Blocks

CAITHNESS-SHIRE

Caithness Courier	Thurso Fri **1d** Ind **1876**
John-o'-Groats Journal	Wick Fri **1d** L U **1836**
Northern Ensign	Wick Tues **1d** Ind **1850** 1s

CLACKMANNANSHIRE

Alloa Advertiser	Alloa Sat **1d** L **1841** 3d per line 3,000
Alloa Circular	Alloa Wed ½**d** Ind **1868** 3d per line
Alloa Journal	Alloa Sat **1d** Ind **1844**
Tillicoultry News	Tillicoultry Wed ½**d** L **1879** 4d 3,500 Blocks

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DUMBARTONSHIRE

Dumbarton Herald	Dumbarton Wed **1d** L **1851** 4d
Helensburgh News	Helensburgh Fri **½d** L U **1876** 6d 2,800 NO blocks
Helensburgh Times	Helensburgh Tues **1d** I **1880** 6d 2,000
Kirkintilloch Gazette	Kirkintilloch Fri **½d** N **1893** 2s 6d 8,100 Blocks See advt page 347
Kirkintilloch Herald	Kirkintilloch Wed **1d** Ind **1883** 6d
Kirkintilloch and Lenzie Mercury	Kirkintilloch Fri **½d** U 1,600
Lennox Herald	Dumbarton Sat **1d** Ind **1862**
Milngarvie & Bearsden & District Herald	Kirkintilloch Thurs **1d** **1901** See advt page 356

DUMFRIESSHIRE

Annan Observer	Annan Fri **1d** I **1857** 9d 3,000 guar
Annandale Herald	Lockerbie Thurs **1d** N **1862**
Dumfries and Galloway Courier and Herald	Dumfries Tw Wed and Sat **1d** C **1884** 1s
Dumfries Standard and Galloway Standard	Dumfries Tw Wed and Sat **1d** L **1843**
Eskdale Advertiser	Loughlin Wed **1d** Ind **1848** 6d
Moffat Express	Dumfries Thurs **1d** **1901**
Onward	Dumfries Monthly **Gratis** **1901**

EDINBURGHSHIRE

Catholic Herald	Edinburgh Fri **1d** N **1892** 4d per line
Dalkeith Advertiser	Dalkeith Thurs **1d** C **1853**
Edinburgh Citizen	Portobello Fri **1d** L **1863** 1s
Edinburgh Evening Dispatch	Edinburgh Daily (Evening) **½d** L U **1888**
Edinburgh Evening News	Edinburgh Daily (Evening) **½d** Ind **1873** 86,000 guar
Edinburgh Gazette (Official)	Edinburgh Tw Tues and Fri **9d** **1700**
Edinburgh Medical Journal	Edinburgh Monthly **2s** (illus) N **1855**
Leith Burghs Pilot	Leith Sat **1d** L **1864** 1s 6,000
Leith Commercial List	Leith Daily Fri **1d** N **1793**
Leith Herald	Leith Fri **1d** U **1846**
Leith Observer	Leith Sat **1d** N **1896**
Midlothian Journal	Portobello Fri **1d** L **1883** 1s
Musselburgh News	Portobello Fri **1d** L **1889** 1s
North British Advertiser and Ladies' Journal	Edinburgh Sat **1d** N **1826**
Scotsman	Edinburgh Daily **1d** L U **1817**

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Edinburghshire—*continued*

Scottish Guardian	Edinburgh Fri **1d** N **1879**
Weekly Scotsman	Edinburgh Sat **1d** U **1817**
Youth	Edinburgh Monthly **1d** **1892** 10,000 guar

ELGIN

By Hill and Coast	Elgin
Elgin Courant & Courier	Elgin Tw Tues and Fri **1d** L **1874** 2s
Forres, Elgin, and Nairn Gazette	Forres Wed **1d** L **1887**
High Speed in Shorthand	Elgin 12,000 guar
Northern Scot	Elgin Sat **1d** C **1880**

FIFESHIRE

Coast Burghs Reporter	Anstruther Thurs ½d **1896**
Cowdenbeath and County Echo	Cowdenbeath Wed ½d **1900**
Cowdenbeath Times	Lochgelly Wed ½d Ind **1892** 4d
Dunfermline Citizen	Dunfermline Wed ½d L **1885**
Dunfermline Express	Dunfermline Weekly ½d **1901**
Dunfermline Journal	Dunfermline Sat **1d** L **1872**
Dunfermline Press and W. Fife Advertiser	Dunfermline Sat **1d** Ind L **1859** 1s 6d 7,500 Blocks
East of Fife Record	Anstruther Thurs **1d** L **1856**
Fife Free Press	Kirkcaldy Sat **1d** L **1871**
Fife Herald and Journal	Cupar Wed **1d** U **1822** 1s
Fife News	Cupar Sat **1d** U **1872** 1s
Fifeshire Advertiser	Kirkcaldy Sat **1d** L **1883** 6d Blocks
Kirkcaldy Mail	Kirkcaldy Tues ½d L **1835** 6d
Kirkcaldy Times	Kirkcaldy Wed ½d L **1876**
Leven Advertiser	Leven Thurs ½d N **1868**
People's Journal	Cupar Sat 1d L **1858** See Dundee
St. Andrew's Citizen	Cupar Fri **1d** U **1870** 1s

FORFARSHIRE

Arbroath Gulde	Arbroath Sat **1d** L **1842** 1s 6,100 guar
Arbroath Herald	Arbroath Thurs **1d** L **1883** 6d 4,500 Blocks
Brechin Advertiser	Brechin Tues 1d Ind **1848** 9d 3,000 Blocks
Brechin and Montrose Citizen	Montrose **Gratis** See advt page 356
Broughty Ferry Guide	Broughty Ferry Fri ½d Ind **1885** 2,000
Dundee Advertiser	Dundee Daily **1d** L **1801** 12 lines 5s and 6d per line afterwards

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Forfarshire—*continued*

Dundee Catholic Herald	Dundee Fri **1d** N **1892** 4d per line Blocks
Dundee Courier	Dundee Daily ½d L **1859** 85,993 6d per line
Dundee Evening Post	Dundee
Dundee Evening Telegraph	Dundee Daily (Evening) ½d L **1877**
Dundee Free Press	Dundee Fri ½d N **1899**
Dundee Weekly News	Dundee Sat **1d** L **1855** 1s per line 250,000
Forfar Despatch	Forfar Thurs **Gratis** **1883** 3,700
Forfar Herald	Forfar Fri **1d** L **1877**
Forfar Review	Forfar Fri **1d** N **1868** 6d 3,200 Blocks
Kirriemuir Free Press	Kirriemuir Fri **Gratis** L **1884**
Kirriemuir Observer	Kirriemuir Fri **Gratis** Ind **1869** 8d
Lochee Weekly Herald	Dundee Fri ½d
Montrose Chronicle	Montrose Wed ½d N **1894**
Montrose Review	Montrose Fri **1d** L **1811**
Montrose Standard	Montrose Fri **1d** C **1837** 1s 3d
People's Journal	Dundee Sat **1d** L **1868** 1s 6d per line 250,000
Red Letter	Dundee Sat **1d**
Wizard of the North	Dundee Monthly **1d** **1879** 5s inch

HADDINGTONSHIRE

Haddingtonshire Advertiser	Haddington Fri **1d** N **1880** 1s 6d
Haddingtonshire Courier	Haddington Fri **1d** Ind **1859** 5,570 1s

INVERNESS-SHIRE

Fort William News	Fort William Thurs **1d** N **1898**
Highland News	Inverness Sat **1d** L **1883** 1s 29,080 cert Blocks See advt page 332
Highland Times	Inverness Thur **1d** L **1896** 9d 10,000 cert
Inverness Courier	Inverness Tw Tues & Fri **1d** U **1817**
Inverness Football Times	Inverness Sat **1d** N **1885** 6d 5,300 Blocks
Northern Chronicle	Inverness Wed **1d** C **1881**
Northern Evangelist	Inverness Monthly **1d** **1896**

ISLE OF BUTE

Buteman	Rothesay Sat **1d** L **1854**
Rothesay A B C Coast Guide and County Directory	Rothesay Monthly 1st **1d** **1896** 15,000 Small See advt page 365
Rothesay Chronicle	Rothesay Sat **1d** C **1859** 1s 6d
Rothesay Express	Rothesay Wed **1d** Ind **1877**

KINCARDINESHIRE

Stonehaven Journal	Stonehaven Thurs **1d** Ind **1845** 3d per line

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KINROSS-SHIRE

Kinross-shire Advertiser	Kinross Fri **1d** N **1847** 3d per line

KIRKCUDBRIGHTSHIRE

Kirkcudbrightshire Advertiser	Castle Douglas Fri **2d** N **1858** 1s 6d
Stewartry Observer	Dalbeattie Fri ½d L **1889** 6d 4,000 Blocks

LANARKSHIRE

Airdrie Advertiser	Airdrie Sat **1d** N **1855** See "Lanarkshire Examiner"
Belshill Speaker	Belshill Fri ½d L **1892**
Cambuslang Advertiser	Cambuslang Fri ½d I **1896** 6d 1,500 Blocks
Clyde Bank and Renfrew Press	Glasgow Fri ½d
Clyde Bill of Entry	Glasgow Mon, Tues, Thurs, and Sat **31s 6d per annum** N **1840**
Coatbridge Express	Coatbridge Wed ½d I **1885** 4s 7,000
Coatbridge Leader	Coatbridge Sat ½d **1899**
Glasgow Advertiser and Property Circular	Tues **1d** **1856**
Glasgow Daily Record	Daily ½d Ind **1895** 6d per line Blocks
Glasgow Evening Citizen	Daily (Evening) ½d U **1864** From 4 lines for 1s 8d
Glasgow Evening News	Daily (Evening) ½d Ind **1875** 4d per line 112,922 cert NO blocks
Glasgow Evening Times	Daily (Evening) ½d Ind **1876** 4d per line
Glasgow Examiner	Sat **1d** N **1896** (Roman Catholic interests)
Glasgow Herald	Daily **1d** Ind **1782** 4d per line for 50 insertions
Glasgow Observer	Sat **1d** Ind **1885** 4d per line
Glasgow People's Journal	Sat **1d** L **1858** See Dundee
Glasgow Weekly Herald	Sat **1d** Ind **1864** 6d per line for 13 insertions
Glasgow Weekly Mail	Sat **1d** L **1862** 9d per line
Glasgow Weekly News	Wed **1d** N **1898** See "Dundee Weekly News"
Glasgow Weekly Record	Glasgow Sat **1d** Ind **1899** 6d per line Blocks
Govan Press	Govan Fri **1d** N **1878**
Govan Star	Govan Fri **1d** L 1s
Hamilton Advertiser	Hamilton Fri **1d** N **1856** 2s 31,000 NO blocks
Hamilton Herald	Hamilton Fri **1d** N **1889**

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Lanarkshire—*continued*

Lanarkshire Catholic Herald	Coatbridge Fri **1d** N **1898** 4d per line
Lanarkshire Examiner	Airdrie Fri **1d** N **1862** 1s 6d per inch per week, in series of 5 papers Circulating 16,000 NO blocks
Lothians Express	Airdrie Wed **½d** **1888** 16,000
Motherwell Times	Motherwell Fri **½d** N **1883** 5,000
Partick Press	Partick Fri **1d** N **1892**
Partick Star	Partick Wed and Sat **1d** L
Rutherglen Express	Glasgow Wed **½d** N **1898** 9d
Rutherglen Reformer	Glasgow Fri **1d** N **1875**
Saturday Weekly Citizen	Glasgow Sat **1d** U **1842** 5d per line for 15 insertions
Shettlestone Argus	Shettlestone Thurs **½d** **1897**
Shettlestone Express	Glasgow Tues **½d** N **1896** 9d
Southern Press (for Southern Glasgow)	Govan Fri **½d** N **1892**
St. Rollox and Springburn Express	Glasgow Thur **1d** N **1891** 9d
Wishaw Herald	Wishaw Fri **½d** N **1890** 4d Blocks
Wishaw Press and Advertiser	Wishaw Sat **½d** N **1875** 1s 6d

LINLITHGOWSHIRE

Bo'ness Journal	Bo'ness Fri **1d** N **1878**
Linlithgowshire Gazette	Linlithgow Sat **1d** L **1891** 5d Blocks
West Lothian Courier	Bathgate Fri **1d** U **1872** 1s 3d 5,500

NAIRNSHIRE

Nairn County Press	Nairn Sat **1d** C **1892**
Nairnshire Telegraph	Nairn Tues **1d** U **1841** 9d 1,500 Blocks

ORKNEYS

Orcadian	Kirkwall Sat **1d** Ind **1854** 1s
Orkney Herald	Kirkwall Wed **1d** L **1860** 2s 6d

PEEBLESSHIRE

Peeblesshire Advertiser	Peebles Fri for Sat **1d** L U **1845** 10d 2,000 NO blocks
Peebles News and County Advertiser	Peebles Sat **½d** **1887**

PERTHSHIRE

Alyth Guardian	Alyth Fri **½d** Ind **1884** 4d 1,500 guar
Blairgowie Advertiser	Blairgowie Sat **1d** Ind **1856** 5d Blocks

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Perthshire—*continued*

Callander Advertiser	Stirling Fri **1d** L **1884** 2s (In series of 4 papers) NO blocks
People's Journal	Perth Sat **1d** L **1888** See "People's Journal." Dundee
Perthshire Advertiser	Perth Tri Mon, Wed, and Fri **1d** U 1829
Perthshire Constitutional	Perth Tw Mon and Wed **1d** C **1832** 6d 7,500 NO blocks
Perthshire Courier	Perth Tw Tues and Sat **½d** L **1809** 1s
Perthshire Weekly News	Perth See "Dundee Weekly News"
Strathearn Herald	Crieff Sat **1d** L U **1856** 1s

RENFREWSHIRE

Barrhead News & Renfrewshire Telegraph	Barrhead Fri **½d** Ind **1895** 4,000
Clydesdale Catholic Herald	Greenock Fri **1d** Ind **1888**
Greenock Herald	Greenock Sat **1d** L U **1852** **9d** 6,000 NO blocks
Greenock Telegraph	Greenock Daily (Evening) **½d** L **1857** 4d per line
Johnstone Advertiser	Johnstone Fri **½d** N **1890** 2,300 guar
Johnstone Observer	Johnstone Fri **½d** **1869**
Paisley Daily Express	Paisley Daily (Evening) **½d** L **1874**
Paisley Gazette	Paisley Sat **1d** U **1884** 3d per line
Pollokshaws News	Pollokshaws Thurs **½d** Ind **1887** 6d
Port Glasgow Express	Port Glasgow Fri **½d** U **1875** See "Greenock Herald"

ROSS-SHIRE

Invergordon Times	Invergordon Wed **1d** L **1855** 2s 2,200 guar
North Star	Dingwall Thurs **1d** Ind **1893** 9d
Northern Weekly	Dingwall Thurs **1d** L **1897** 1s 6d See advt page 358
Ross-shire Journal	Dingwall Fri **1d** L U **1875**

ROXBURGHSHIRE

Hawick Advertiser	Hawick Fri **1d** L **1854** 2d per line
Hawick Express	Hawick Fri **1d** L **1870**
Hawick News	Hawick Fri **½d** L **1882** 2d per line
Jedburgh Gazette	Jedburgh Fri **1d** U **1870** 3d per line
Jedburgh Post	Jedburgh Fri **½d** L **1896** Blocks
Kelso Chronicle	Kelso Thurs **1d** L **1832**
Kelso Mail	Kelso Wed **1d** C **1797** 9d
Teviotdale Record	Jedburgh Wed **1d** L C **1855** 1s 3d

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SELKIRKSHIRE

Border Advertiser	Galashiels Tues **1d** L **1848**
Border Magazine	Galashiels Monthly **3d** **1896**
Galashiels Telegraph	Galashiels Tues **½d** 4,000 guar N **1896**
Scottish Border Record	Galashiels Fri **1d** L U **1881** 8d See advt page 370
Selkirk Advertiser	Sat **Gratis**
Southern Reporter	Selkirk Thurs **1d** Ind L **1856** 6d 3,500 guar NO blocks

SHETLAND ISLES

Shetland News	Lerwick Sat **1d** Ind **1885**
Shetland Times	Lerwick Sat **1d** L **1872** 3d per line 3,500 Blocks

STIRLINGSHIRE

Bridge of Allan Gazette	Stirling Fri **1d** L **1884** 2s NO blocks
Bridge of Allan Reporter	Stirling Sat **1d** C **1859** 1s NO blocks
Bridge of Allan, etc., Visitor	Stirling Wed **½d** N **1892**
Callander Advertiser	Stirling Fri **1d**
Falkirk Advertiser	Falkirk Fri **½d** See advt page 329
Falkirk Mail	Falkirk Sat **1d**
Grangemouth Advertiser	Grangemouth Weekly **½d** **1900** See advt page 329
Kilsyth Chronicle	Kilsyth Sat **½d** N **1891**
People's Journal	Stirling Sat **1d** L **1858** See "Dundee People's Journal"
Stirling Journal	Stirling Fri **1d** C **1820** 1s 6d NO blocks
Stirling Observer	Stirling Wed **1d** L **1836** 2s NO blocks
Stirling Saturday Observer	Stirling Fri **1d** L **1873** 2s NO blocks
Stirling Sentinel	Stirling Tues **½d** Ind **1888** 6d

SUTHERLAND

Northern Times	Golspie Thurs **1d** 1s per inch See advt page 358

WIGTOWNSHIRE

Galloway Advertiser	Stranraer Thurs **1d** L **1843**
Galloway Gazette	Newton Stewart Fri **1d** C **1870** 2s 6d

For List of Irish Papers, see page 287

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The Scottish Trader is the Sole Organ OF THE Grocery Trade in Scotland

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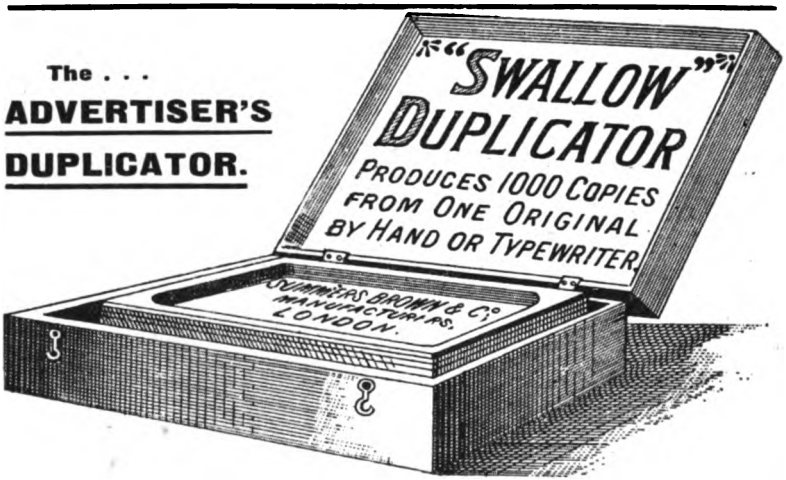

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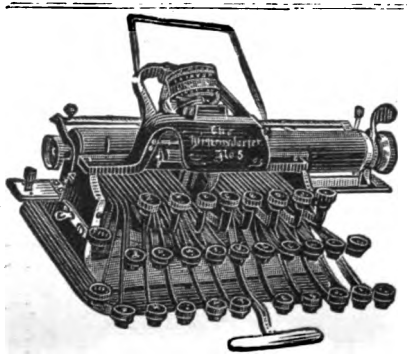

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Section IV.—Ireland.

Counties included in the following list:—

ANTRIM
ARMAGH
CARLOW
CAVAN
CLARE
CORK
DONEGAL
DOWN
DUBLIN
FERMANAGH
GALWAY
KERRY
KILDARE
KILKENNY
KING'S COUNTY
LEITRIM
LIMERICK
LONDONDERRY
LONGFORD
LOUTH
MAYO
MEATH
MONAGHAN
QUEEN'S COUNTY.
ROSCOMMON
SLIGO
TIPPERARY
TYRONE
WATERFORD
WESTMEATH
WEXFORD
WICKLOW

For explanation of the particulars given against each publication in the following list, refer to example shown on pages 214, 215

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PROVINCIAL PAPERS.

Section IV.—Ireland.

ANTRIM

Ballymena Observer	Ballymena Fri **1d** U **1855** 9d
Ballymena Weekly Telegraph	Ballymena Sat **1d** N **1887**
Ballymoney Free Press	Ballymoney Thurs **1d** L **1863** 1s
Belfast Critic	Belfast Thurs **1d**
Belfast Evening Telegraph	Belfast Daily (Evening) **½d** C **1870** 2s 6d
Belfast Ireland's Saturday Night	Belfast Sat **½d** N **1896**
Belfast Irish News	Belfast Daily **1d** Nat **1855** 2s
Belfast News Letter	Belfast Daily **1d** C **1737** 8 lines 2s and 5d per line after
Belfast Northern Whig	Belfast Daily **1d** L U **1824** 3s 6d NO blocks
Belfast Northern Star	Belfast Thurs **1d** N **1897**
Belfast Ulster Echo	Belfast Daily **½d** L U **1874**
Belfast Ulster General Advertiser	Belfast Sat **Gratis** N **1842**
Belfast Weekly News	Belfast Thurs **1d** C **1855**
Belfast Weekly Northern Whig	Belfast Fri **1d** L **1858** 3s 6d Blocks
Belfast Weekly Telegraph	Belfast Tues **1d** C **1873** 2s 6d
Belfast Witness	Belfast Fri **1d** N **1874** 3s
Bird's Railway Guide	Belfast Monthly **2d**
Carrickfergus Advertiser	Carrickfergus Fri **1d** N **1888** 9d
Larne Reporter	Larne Fri **1d** L U **1865** 1s
Larne Times	Larne Sat **1d** Ind **1892**
Lisburn Herald	Lisburn Sat **1891**
Lisburn Standard	Lisburn Fri **1d** C **1877**
North Antrim Standard	Ballymoney Wed **½d** U **1877**
Ulster Echo	Belfast Evening **½d** L U **1874**
Ulster Football & Cycling News	Belfast Weekly **1d** **1887** 2s inch
Ulster General Advertiser	Belfast Sat **Gratis** N **1842** 1s 6d inch

ARMAGH

Armagh Guardian	Armagh Fri **1d** L U **1844** 5d 2,000 Blocks See advt page 299
Armagh Standard	Armagh Fri **1d** C **1879**
Lurgan Mail	Lurgan Sat **1d** C **1890** 1s 6d See advt page 353

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Armagh—*continued*

Lurgan Times	Lurgan Tw Wed and Sat **1d** I C **1877** 1s 2,000 guar See advt page 352
Portadown News	Portadown Fri **1d** U **1859**
Portadown Recorder	Portadown Sat **1d** U **1887** 9d
Ulster Gazette	Armagh Sat **1d** C **1844**

CARLOW

Carlow Sentinel	Carlow Sat **3d** C U **1830**
Nationalist	Carlow Sat **1d** Nat **1888**

CAVAN

Anglo-Celt	Cavan Sat **1d** Nat **1858** 15,000
Cavan Weekly News	Cavan Sat **1d** U **1864**

CLARE

Clare Journal	Ennis Tw Mon and Thurs **3d** Ind **1776** See advt page 315
Clare Man	Ennis Fri **1d** Nat
Clare Saturday Record	Ennis Sat **1d** N **1885** See advt page 313
Kilrush Herald	Kilrush Thurs **2d** L **1877** Blocks

CORK

Cork Constitution	Cork Daily **1d** C **1822** At 1s 6d for 78 insertions
Cork County Eagle	Skibbereen Sat **1d** Ind **1857**
Cork Evening Echo	Cork Daily Evening **½d** N **1892**
Cork Examiner	Cork Daily **1d** Nat **1841**
Cork Weekly Examiner	Cork Thurs **1d** Nat **1896**
Cork Weekly News	Cork Sat **1d** N **1888**
Southern Star	Skibbereen Sat **1d** Nat **1890**

DONEGAL

Donegal Independent	Ballyshannon Sat **1d** Ind **1831**
Donegal Vindicator	Ballyshannon Fri **1d** Nat **1889** 1s See advt page 320

DOWN

Banbridge Chronicle and Downshire Standard	Banbridge Tw Wed and Sat **1d** U **1870** 9d 1,200 Blocks
Down Recorder	Downpatrick Sat **1d** C **1836**
Newry Reporter	Newry Th Mon, Wed, and Fri **1d** L **1867** See advt page 358
Newry Telegraph	Newry Th Tues, Thurs, and Sat **1d** C **1812**
Newtownards Chronicle	Newtownards Fri **1d** C **1873**
North Down Herald	Bangor Fri **1d** Ind **1871**

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DUBLIN

Christian Irishman	Dublin Monthly **1d**
Church of Ireland Gazette	Dublin Fri **1d** **1855**
Civil Service Examiner	Dublin
Daily Nation	Dublin Daily **1d** Nat **1897** At 2s 6d for 78 insertions
Dublin Daily Express	Dublin Daily **1d** U **1851** 3s NO blocks
Dublin Gazette (Official)	Dublin Tw Tues and Fri **3d per sheet** **1705**
Dublin Evening Herald	Dublin Daily Evg ½**d** Nat **1891**
Dublin Evening Mail	Dublin Daily ½**d** U **1823** 2s Blocks
Dublin Evening Telegraph	Dublin Daily Evg ½**d** Nat **1870**
Farmers' Gazette	Dublin Sat **3d** **1842**
Freeman's Journal	Dublin Daily **1d** Nat **1763**
Gaelic Journal	Dublin Weekly **1d** **1899**
General Advertiser	Dublin Sat **Gratis** N **1837** 3s 60,000 See advt page 330
Irish Catholic	Dublin Monthly **1d**
Irish Daily Independent	Dublin Daily **1d** Nat **1891** 4d per line See advt page 342
Irish Farming World	Dublin Fri **1d** **1888**
Irish Leader	Dublin Sat **1d** **1900**
Irish Licensed Vintner's Gazette	Dublin Weekly **1901**
Irish Masonry	Dublin Weekly **6d** **1901**
Irish Military Guide	Dublin Monthly **6d** **1891**
Irish Monthly	Dublin **6d** **1873**
Irish Opinion	Dublin 1st and 15th **1901**
Irish People	Dublin Sat **1d** Nat **1899** See advt page 341
Irish Protestant	Dublin Monthly **1901**
Irish Rosary	Dublin Monthly **3d** **1897** One-eighth page, 15s 15,000 Advt p 343
Irish Saturday Herald	Dublin Sat ½**d** I
Irish School Monthly	Dublin Monthly See advt page 342
Irish Teachers' Journal	Dublin **1870** 12,000
Irish Times	Dublin Daily **1d** U **1859** 2s 9d
Irish Truth	Dublin **1d** **1896** 20,000 5s inch
Irish Weekly Independent	Dublin Thurs **1d** Nat **1893** Blocks
Morning and Evening Mail	Dublin Daily ½d U **1823** 1s 6d
Red Guide to Irish Railways	Dublin Monthly 1st **2d** **1886** Quarter-page 6s 8d per month Blocks See advt page 363
Sporting News	Dublin Daily **1d** N **1886**
Visitor	Dublin Monthly **1d** **1879** 3,000 yearly
Warder	Dublin Tw Thurs and Sat **1d** N **1821** 1s 6d Blocks
Weekly Freeman	Dublin Sat 1½**d** Nat **1817** 2s
Weekly Irish Times	Dublin Sat **1d** N **1875** 3s Blocks
Weekly Nation	Dublin Sat **1d** Nat **1897** 3s

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FERMANAGH

Fermanagh News	Enniskillen Thurs **1d** Nat **1894** 2,500
Fermanagh Times	Enniskillen Thurs **1d** C **1889** 9d
Impartial Reporter and Farmers' Journal for Fermanagh, etc.	Enniskillen Thurs **1d** I **1825** 5,000

GALWAY

Galway Express	Galway Sat **1d** U **1863** Blocks
Galway Observer	Galway Sat **1½d** Nat **1881** 9d
Galway Vindicator	Galway Tw Wed and Sat **3d** Ind **1841** 8d per line
Loughrea Guardian	Ballinasloe Wed **1d** N **1895**
Tuam Herald	Tuam Sat **1d** I **1837** 1s 6d
Tuam News and Western Advertiser	Tuam Fri **1d** Nat **1870** 6d Blocks
Western Star	Ballinasloe Sat **1d** N **1845** 6d
Western News and Galway Guardian	Ballinasloe Fri **1d** Ind **1876**

KERRY

Kerry Evening Post	Tralee Tw Wed and Sat **2d** C **1774** 10d
Kerry News	Tralee Tw Tues and Fri **½d** Ind **1893** 4d
Kerry Sentinel	Tralee Tw Wed and Sat **1d** Nat **1898**
Kerry Weekly Reporter	Tralee Sat **1½d** N **1883** 6d
Killarney Echo	Tralee Sat **1d** N **1899** 6d

KILDARE

Kildare Observer	Naas Fri **2d** I **1879** 6d
Leinster Leader	Naas Fri **2d** Nat **1880** 1s 3d

KILKENNY

All Ireland Review	Kilkenny **1900**
Kilkenny Journal	Kilkenny Tw Wed and Sat **1d** Nat **1767**
Kilkenny Moderator	Kilkenny Tw Tues and Fri **1d** C **1814**
Kilkenny People	Kilkenny Sat 1d Ind **1893**

KING'S COUNTY

King's County Chronicle	Parsonstown Thurs **2d** C **1845**
Leinster Reporter	Tullamore Sat **1d** U **1869**
Midland Tribune	Parsonstown Fri **1d** N **1881** 9d 5,000
Tullamore and King's County Independent	N Sat **1d** **1894**

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LEITRIM

Leitrim Advertiser	Mohill Thur **2d** I **1856**
Leitrim Observer	Carrick-on-Shannon Fri **2d** **1890**

LIMERICK

Limerick Chronicle	Limerick Th Tues, Thurs and Sat **1d** C **1766**
Limerick Echo	Limerick Tw Tues and Fri **1d** Ind **1897** 6d 5,000 weekly Blocks
Limerick Leader	Limerick Th Mon, Wed, and Fri **1d** Nat **1889**
Limerick Weekly Echo	Limerick Fri **1d** Ind **1897** 9d 10,000 Blocks See advt page 353
Munster News, & Limerick and Clare Advocate	Limerick Th Mon, Wed, and Sat **1d** Nat **1851** 9d No blocks

LONDONDERRY

Coleraine Chronicle	Coleraine Sat **1d** L U **1844**
Coleraine Constitution and Northern Counties Advert'r	Coleraine Sat **1d** 5,000 U **1875**
Coleraine Herald	Coleraine Sat **1d** Ind **1897**
Derry Journal	Londonderry Th Mon, Wed, and Fri **1d** Nat **1772**
Derry Standard	Londonderry Th Mon, Wed, and Fri **1d** U **1888**
Londonderry Sentinel	Londonderry Th Tues, Thurs, and Sat **1d** C **1829**

LONGFORD

Longford Independent	Longford Fri **1d** N **1868** See advt page 353
Longford Journal	Longford Sat **1d** C **1839**
Longford Leader and Roscommon, etc., News	Longford Sat **1d** Nat **1897** 1s 6d

LOUTH

Drogheda Advertiser	Drogheda Wed **1d** N **1896**
Drogheda Argus & Leinster Journal	Drogheda Sat **1d** L **1836** 2s
Drogheda Conservative	Drogheda Sat **2d** C **1837** 2s 6d
Drogheda Independent	Drogheda Sat **1d** Nat 4,800 **1884** 1s 6d
Dundalk Democrat	Dundalk Sat **1d** Nat **1849** 1s 6,000
Dundalk Examiner & Louth Advertiser	Dundalk Sat **1d** Nat **1830** 1s
Dundalk Herald	Dundalk Sat **1d** Ind C **1868** 1s 6d

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MAYO

Ballina Herald	Ballina Thurs **1d** N **1844**
Ballinrobe Chronicle and Mayo Advertiser	Ballinrobe Thurs **1d** N **1866**
Connaught Telegraph	Castlebar Sat **1d** Nat **1828** 1s 3d
Mayo Examiner	Castlebar Sat **2d** Nat **1868**
Mayo News	Westport Sat **1d** Nat **1892** 6d 3,500 NO blocks
Western People	Ballina Sat **1d** Nat **1883**

MEATH

Meath Chronicle	Kells Sat **1d** See advt page 356
Meath Herald and Cavan Advertiser	Kells Sat **1d** C **1845** 1s 6d

MONAGHAN

Northern Standard	Monaghan Sat **1d** U **1839**
People's Advocate	Monaghan Fri **1d** Nat **1876**

QUEEN'S COUNTY

Leinster Express	Maryborough Sat **2d** Ind U **1831** 1s

ROSCOMMON

Roscommon Herald	Boyle Sat **1d** Nat **1859**
Roscommon Journal	Roscommon Sat **1d** L Nat **1827** 2,000 guar
Roscommon Messenger	Roscommon Fri **1d** Ind Nat **1847** 1s 1,000 guar

SLIGO

Sligo Champion	Sligo Sat **1d** Nat **1836** 1s 7,000
Sligo Independent	Sligo Fri **1d** C **1855** 1s NO blocks

TIPPERARY

Cashel Sentinel	Cashel Sat **2d** Nat **1885**
Clonmel Chronicle & Waterford Advertiser	Clonmel Tw Wed and Sat **1d** C **1848**
Midland Counties Advert'r.	Roscrea Thurs **1d** C **1854**
Nationalist and Tipperary Advertiser	Clonmel Tw Wed Fri and Sat **1d** Nat **1886** 1s 7,000 NO blocks
Nenagh Guardian	Nenagh Tw Wed and Sat **1d** Ind **1838**
Nenagh News	Nenagh Sat **1d** Ind **1893** 6d 6,000 NO blocks See advt page 358
Tipperary Champion	Tipperary Sat N
Tipperary Sentinel	Tipperary Thurs **1d** **1888** Nat

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TYRONE

Cookstown News & Ulster Advertiser	Dungannon Sat **1d** N **1896** 6d 1,500 Blocks
Dungannon News	Dungannon Thurs **½d** Ind **1892** See "Mid-Ulster Mail"
Enniskillen Press	Thurs **1d**
Mid-Ulster Mail	Cookstown Fri **1d** U **1891** 4d Blocks
Strabane Chronicle, and Tyrone and Donegal Advertiser	Strabane Sat **1d** Ind **1896**
Tyrone Constitution	Omagh Fri **1d** U **1844** 9d
Tyrone Courier	Dungannon Thurs **1d** C **1880** 6d 1,500
Tyrone Herald and Advertiser	Strabane Sat **1d** Nat **1892** 1s
Ulster Herald	Omagh **1901**

WATERFORD

Munster Express and Celt	Waterford Sat **1d** Nat **1860** 9d 4,500
Waterford Chronicle	Waterford Tw Wed and Sat **1d** Ind **1766** 1s
Waterford Citizen	Waterford Tw Tues and Fri **1d** Ind **1859**
Waterford Daily Mail	Waterford Daily **1d** Nat **1824** 1s 950
Waterford Evening News	Waterford Daily (Evening) **½d** Nat **1898** 5,000
Waterford Mirror	Waterford Thurs **2d** C **1800** See advt page 382
Waterford News	Waterford Sat **1d** Nat **1848** 1s 6d 10,000
Waterford Standard	Waterford Tw Wed and Sat **2d** C **1863** 1s 6d
Waterford Star	Waterford Fri **1d** Nat **1890** 1s 3d

WESTMEATH

Athlone Times	Athlone Sat **1d** I **1877**
Midland Reporter	Mullingar Tw Thurs and Sat **1d** Nat **1897**
Westmeath Examiner	Mullingar Fri **2d** Nat **1882**
Westmeath Guardian	Mullingar Fri **1d** C **1835** 10d
Westmeath Independent	Athlone Sat **1d** N **1846**
Westmeath Nationalist	Mullingar Thurs **1d** Nat **1891**

WEXFORD

Enniscorthy Guardian	Wexford Sat **1d** Nat **1881** 1s 3d
Enniscorthy News	Enniscorthy Sat **1d** N **1856**

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Wexford—*continued*

Gorey Correspondent	Gorey	Sat	**1d**	N	**1855**		
New Ross Reporter	Waterford	Sat	**1d**	Ind	**1871**	1s	
New Ross Standard	Wexford	Fri	**1d**	Nat	**1881**		
Wexford Free Press	Wexford 12,000	Sat	**1d**	Nat	**1868**	1s	
Wexford Independent	Wexford **1769**	Tw	Wed and Sat		**1d**	U	
Wexford People	Wexford **1853** 1s 3d	Tw	Wed and Sat		**1d**	Nat	
Wicklow People	Wexford	Sat	**1d**	Nat	**1882**		

WICKLOW

Bray Herald and Arklow Reporter	Wicklow	Sat	**1d**	U	**1876**		
Wicklow News Letter	Wicklow	Sat	**1d**	U	**1857**	6d	
Wicklow People	Wexford	Sat	**1d**	Nat	**1882**	1s 3d	

For Advertising in any of these Papers . . . .
Consult T. DIXON, 193 and 195, Oxford Street, London, W.

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Interesting Publishers' Announcements.

Alphabetically Arranged.

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Accrington Division Gazette.

ESTABLISHED 1881.

64 Columns Published Saturdays. Price 1d.

Proprietors .. .. ACCRINGTON GAZETTE CO., LTD.
Head Office .. .. 88, Abbey Street, Accrington.

National Telephone, 15. Telegrams:—"Gazette, Accrington."

London Office:—101, Fleet Street, E.C.

THE "Gazette" has the reputation of being one of the smartest and most readable weekly papers in the North of England. As an advertising medium it is unrivalled. It circulates throughout the whole of the two Parliamentary Divisions of Accrington and Rossendale, embracing a population of 200,000. The following are a few of the towns in which the "Gazette" has a regular circulation:—

ACCRINGTON PARLIAMENTARY DIVISION.

Accrington, Church, Oswaldtwistle, Rishton, Clayton-le-Moors, Great Harwood, Huncoat, Hapton, Padiham, Baxenden

ROSSENDALE PARLIAMENTARY DIVISION.

Haslingden, Rawtenstall, Bacup, Stacksteads, Waterfoot, Newchurch, Cloughfold, Crawshawbooth, Helmshore, Lumb Valley

ADJACENT TOWNS.

Burnley, Blackburn, Darwen, Manchester, Bury, Blackpool, Lytham, St. Annes, Southport, Nelson

SCALE OF CHARGES.

	Per Insertion. s. d.	
Parliamentary Notices and Prospectuses of Public Companies	0 9	per line.
Election Addresses, Notices, Municipal, County, District Council, Legal Notices, Contracts, Tenders, Union Advertisements	0 6	"
Sales by Auction and Lost and Found Advertisements..	0 4	"
Public Announcements, Sermons, Lectures, Entertainments, &c.	0 4	"
Displayed Announcements	3 0	per inch.

Paragraph Advertisements:—Once, 6d. per line; 3 months, 4d. per line; 6 months, 3d. per line.

Births, Marriages, and Deaths, when more than the bare announcement, and "In Memoriam" notices, 6d. per line, with minimum charge of 1s. 6d. for each announcement.

PREPAID ADVERTISEMENTS of the following classes:—

Situations Wanted, Situations Offered, Apartments Wanted, Apartments to Let, Shares Wanted, Shares on Sale, Houses Wanted, Houses to Let, Farms to Let, Machinery on Sale, Musical Instruments on Sale, Horses, Dogs, &c., on Sale.

Words.	One Insertion. s. d.	Three Insertions. s. d.	Six Insertions. s. d.
16	0 6	1 0	2 0
24	0 9	1 6	3 0
32	1 0	2 0	4 0
40	1 3	2 6	5 0
48	1 6	3 0	6 0
56	1 9	3 6	7 0

And so on in proportion. These charges apply only to the classes of advertisements specified above, and are strictly confined to those which are ordered for "consecutive" insertions and paid in advance. If not paid in advance the ordinary credit rate will be charged.

Cheques, Post Office Orders, and Postal Orders should be made payable to "Accrington Gazette Co., Ltd."

Also

The Haslingden Gazette (With which is incorporated the "Rossendale Division Gazette.")

ESTABLISHED 1862.

64 Columns. Published Saturdays. Price 1d.

Proprietors .. .. ACCRINGTON GAZETTE CO., LTD.
Head Office .. .. 88, Abbey Street, Accrington.

The "Gazette" is the oldest established paper in the Accrington and Rossendale Parliamentray Divisions. Scale of Charges as above.

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Architects' Magazine.

Official Monthly Journal of the Society of Architects.

For Advertisement Terms and recent Copy, apply to—
The Advertisement Manager,
15, Montague Place, London, W.C.

Architects, Society of.

Year Book (Official).

For Advertisement Terms and recent Copy, apply to—
The Advertisement Manager,
15. Montague Place, London, W.C.

Architectural Association of Ireland.

Year Book (Official).

For Advertisement Terms and recent Copy, apply to—
The Advertisement Manager,
15, Montague Place, London, W.C.

Artillery Royal.

Monthly Journal (Official).

For Advertisement Terms and recent Copy, apply to—
The Advertisement Manager,
15, Montague Place, London, W.C.

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The

ART RECORD

A Monthly Illustrated Review of the Arts and Crafts.

Edited by **ARTHUR F. PHILLIPS.**

PRICE **4d.** MONTHLY.

Scale of Charges.

	... ORDINARY POSITION.		
	£	s.	d.
Whole Page - - - - - -	7	0	0
Half ,, - - - - - -	3	10	0
Quarter ,, - - - - - -	1	15	0
Eighth ,, - - - - - -	0	17	6
One sixteenth Page - - - - -	0	10	0

Width of Column 3½ ins., two Columns to Page.
Special positions by arrangement.

DISCOUNTS FOR SERIES.

Five per cent. for 6 Insertions. Ten per cent. for 12 Insertions.

Special Rates and Spaces for Art Schools, Galleries, and Exhibitions on Application.

Private Advertisements 2/6 for 3 Lines, 6d. per Line afterwards.

"The Art Record" contains all the latest Art News from every quarter.

It circulates amongst all classes, the Wealthy Collector, the Professional Artist, the Amateur, the Art Student, etc.

All communications to be addressed:
Advertisement Manager, "THE ART RECORD,"
144, Fleet Street, London, E.C.

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Agricultural Economist.

(Edited by Edward Owen Greening.)

ESTABLISHED OVER 30 YEARS AS A HIGH-CLASS SIXPENNY MONTHLY.

Printed on Art Paper and richly illustrated.

Exceptionally wide amongst the Nobility, Country Gentlemen, Landowners, Farmers, Gardeners, Co-operative Societies, etc., in the United Kingdom and Abroad.

A Specimen Copy and Scale of Advertisement Charges will be sent free on application to the

ADVERTISEMENT MANAGER,
92, LONG ACRE,
LONDON, W.C.

"THE ADVERTISERS' GUARDIAN" should be mentioned when writing.

The Armagh Guardian

AND

South Tyrone News

OFFERS not only the . . . .
LARGEST CIRCULATION
in the City or County,
But is the Only Newspaper which circulates over the Entire County.

Whilst "THE GUARDIAN"
is not only composed, printed, and folded by machinery, it is a fact that other local papers having small circulations are still printed off in the old way by hand.

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ALDEBURGH, LEISTON, & SAXMUNDHAM TIMES.

Circulating in Aldeburgh, Leiston, Saxmundham, Aldringham, Benhall, Carlton, Friston, Kelsale, Knodishall, Middleton, Orford, Peasenhall, Rendham, Snape, Sudbourne, Thorpe, Westleton, Yoxford and Darsham.

The Only Local Paper in the District. ✻ Friday, ½d. ✻ Publishes a Visitors' List in Season.

PUBLISHING OFFICES:—HIGH STREET, ALDEBURGH-ON-SEA.

Charges for Parliamentary Notices, etc., 6d. per line. Legal and Parochial, 4d. per line. Auctions and Entertainments, 2½d. per line. Prepaid Advertisements—Wants and Sales, 16 words 6d., 3 insertions 1/-, 13 insertions 3/3; 32 words 1/-, 3 insertions 2/-, 13 insertions 6/6. Display Advertisements—One inch 1/-, four inches 3/-, 13 insertions 30/-. *Wednesday Evenings latest for matter.*

Offices:—HIGH STREET, ALDEBURGH-ON-SEA, SUFFOLK

GRAND MEDIUM FOR ADVERTISERS—

Ally Sloper's Half Holiday.

The LARGEST CIRCULATION of ANY PENNY COMIC PAPER.

Penetrates every Nook and Cranny in the Universe.

THE AUSTRALIAN TRADING WORLD.

WEEKLY. PRICE 2D. THURSDAY. Edited by HERBERT J. STEPHENS.

The large and influential circulation which the *Australian Trading World* now enjoys in the Commercial and Financial world places it in the front rank of newspapers devoted to the Australasian Colonies. ESTAB. 1886. TELEPHONE NO. 2465 AVENUE.

TRADE REPORTS ARE A PROMINENT FEATURE. STOCKS AND SHARES ARE CAREFULLY FOLLOWED Special Articles by Eminent Writers. SUBSCRIPTION: 10s. per annum, including postage.

Editorial and Publishing Offices: **166 & 167, Palmerston Buildings, OLD BROAD ST., E.C.**

Ayrshire Post,

The Brightest . . . and Sprightliest Weekly in the West of Scotland. . .

AYR, SCOTLAND.

The Barnsley Independent

(Proprietor - W. WOOD)

IS THE BEST ADVERTISING MEDIUM BETWEEN SHEFFIELD AND LEEDS.

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Established 1860. Published on Saturday. PRICE 1d.

A family paper, non-political, dealing with Religious, Social, Educational, Municipal, and Literary matters relating to Paddington, Kensington, and Bayswater.

Small advts., 20 words 6d.; 3 Insertions, 1/-. Trade (displayed) from 1/- to 2/6 per inch. Blocks admitted.

Offices:—186, QUEEN'S ROAD, BAYSWATER, W.

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Mrs. ADA S. BALLIN'S Magazines.

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THE MOTHER'S MAGAZINE.

A Guide to the Health, Dress, Food, and General Management of Children.

Illustrated Monthly. Price 4d.

Price for Advertisements, £6 per page, and pro rata.

SPECIAL POSITIONS EXTRA.

15th Year of Publication.

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The Magazine of Woman's Progress and Interests, dealing with Literature, Drama, Science, Art, Health and Beauty Culture, and Hygiene.

MONTHLY. PRICE 6d.

Price for Advertisements, £10 per page, and pro rata.

SPECIAL POSITIONS EXTRA.

The contents of both papers are written by well-known Specialists in every branch, and the Answers to Correspondents are of great value both to readers and advertisers.

These papers are the best media for the advertisement of Articles of Domestic Utility, Books, Proprietary Articles, such as Infants' Foods, approved Medicines, and all Specialities for the Toilet, Mrs. BALLIN being known as the highest authority on Beauty Culture, and on the care of Children.

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THE CHILDREN'S MAGAZINE. Monthly. Price 1d.

Contains every month a song, poems, beautiful illustrations, stories for children and by children, puzzle page, exchange column, and prize competitions for children of from 5 to 15 years.

Price for Advertisements, £8 per page. Special positions extra.

This paper affords the best medium for the Advertisement of Children's Books, Toys, Games, Confectionery, Stamps, and everything of interest to children.

As all advertisements are subject to the personal approval of Mrs. ADA S. BALLIN, the Editor and Proprietor, readers recognise that the appearance of any advertisement in either paper is a guarantee of the merits of what is advertised.

Specimen copies and full particulars gratis and post free on receipt of post card.

ADDRESS TO OFFICES:—

5, Agar Street, Strand, LONDON, W.C.

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A Year's Progress in Circulation.

All Back Issues Sold Out.

1901	
JANUARY	10,000
FEBRUARY	12,000
MARCH	12,000
APRIL	12,000
MAY	14,000
JUNE	14,000
JULY	15,000
AUGUST	17,000
SEPTEMBER	17,000
OCTOBER	17,000
NOVEMBER	18,000
DECEMBER	20,000

READ THIS:—

"'The Bluejacket and Coastguard Gazette' can be confidently called THE representative paper of the lower deck, and finds its way to every mess in the British Navy. IT IS MORE EAGERLY SOUGHT AFTER BY THE SEAMEN THAN ANY OTHER PAPER PUBLISHED." —*Naval Warrant Officers' Journal.*

If you wish to Cultivate a NAVAL TRADE, use.

"The Bluejacket."

There is only one NAVAL Paper, that is . . . . .

"The Bluejacket."

It is Edited by a **Bluejacket!**
Run by **Bluejackets!**
And Read by **Bluejackets!**

H.M.S. TERRIBLE,
CHINA, 11*th May*, 1901.

To the Editor of
"THE BLUEJACKET AND COASTGUARD GAZETTE."

SIR,—Enclosed is a list of 58 yearly subscribers for "The Bluejacket," to commence (if possible) with the June number. It must not be assumed that this number represents that amount of persons who only read your paper in a big ship like this, for that would be a very wrong assumption. These are some of the *paying*, not the *borrowing* subscribers, which latter are very numerous.

AND THEN CONSIDER if you can afford NOT to Advertise in.

"THE BLUEJACKET."

The actual number of Readers monthly is 100,000, but the Advertising Rates are based on the paid Circulation, which at present (December, 1901) is 20,000, and still increasing.

Full Particulars and Rates on application to—

J. N. Masters, Ltd., Rye, Sussex.

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A BUSY INDUSTRIAL TOWN WITH ONLY ONE LOCAL PAPER.

BELPER

Famous for its Strutts Mills, Electrical and Steam Engineering, and other Foundries, and Central Market Town of Coal Mining, Quarrying, and Agricultural Communities,
HAS NOW ONLY ONE LOCAL PAPER,
a bright 8-paged, 56 columns, 22½"×2½".

Fridays, 1d. Guaranteed over 10,000 Readers.

"BELPER NEWS."
"MID-DERBYSHIRE MAIL."
"DERBYSHIRE TELEPHONE."
"PEOPLE'S ADVOCATE."
— 1896 —

THE
BELPER NEWS AND DERBYSHIRE TELEPHONE
— 1902 —

Proprietors: THE DERBYSHIRE LIBERAL PRESS, Ltd.
Head Office:—King Street, BELPER.

'TWIXT FORTH and TYNE since 1855.

The Berwick Journal *has vastly increased its Influence, its Size, its Circulation.*

ITS POPULARITY IS UNAPPROACHABLE.

Best Borderland Advertising Medium.

Published every THURSDAY Morning and Evening.

The Berwickshire News *is the Typical County Family Weekly Newspaper*

It has an unequalled house-to-house circulation throughout Borderland, and is extensively circulated in all parts of the world wherever Borderers are settled.
PUBLISHED EVERY TUESDAY MORNING.

The Advertisement Rates for these two valuable publicity mediums are reasonable, and every intelligent attention is paid to the display of announcements, and the ultimate profitable results thereof.

Head Offices:—BERWICK-UPON-TWEED.

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The Batley News
The Birstall News } Published on Friday.

Dewsbury District News and Chronicle
Morley District News
Heckmondwike District News
Liversedge District News } Published on Saturday

The News Printing and Publishing Co., Ltd.,
Bradford Rd., BATLEY;
Union St., DEWSBURY.

The largest, oldest, and best advertising mediums for reaching the wealthy Heavy Woollen District of the West Riding of Yorkshire.

Guaranteed Circulation, 15,000 weekly amid a population of 150,000 people.

BOOTLE TIMES

(INDEPENDENT).

Waterloo Times. PUBLISHED WEEKLY. **Walton Times.** ESTABLISHED 1876.

Proprietors & Publishers: BOOTLE PRINTING & PUBLISHING Co., Ltd.

Head Office: 107, Miller's Bridge, BOOTLE, LIVERPOOL.

The above papers circulate in Bootle, Liverpool, Walton, Orrell, Ford, Aintree, Litherland, Seaforth, Thornton, Sefton, Waterloo, Crosby, Hightown, Blundellsands, Altcar, Freshfield, Formby, and the south-west of Lancashire generally.

The BOSTON INDEPENDENT

And Lincolnshire Advertiser.

Proprietor—THOMAS BEAULAH. Offices—10, STANBOW LANE, BOSTON.

8 Pages. Saturday. One Penny.

Largest circulation in and ONLY Conservative Journal printed in the County of Holland, Lincolnshire.

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	PER LINE.
Wanteds, Trade Notices, General Auction Sales, and Miscellaneous Advertisements	3d.
Public Notices, Educational Notices, To Let, For Sales, and Estate Sales	4d.
Legal and Statutory Notices and Paragraph Advertisements	6d.
Parliamentary Notices	6d.
Births, Marriages and Deaths, for each Notice	2s. 6d.
	PER WEEK.
Serial Business Notices, 1 insertion per inch, single column	2s. 6d.
" " " 3 " " "	2s. 0d.
" " " 6 " " "	1s. 6d.
" " " 13 " " "	1s. 0d.
" " " 26 " " "	10½d.
" " " 52 " " "	9d.

Double Column, double price. Seven words make one line. Special positions by special agreement only.

BEST BUSINESSES are BORN of Experience—*i.e.*, taking advantage of other people's experience.

Advertising Experiments are costly—Get to the Root of Success by the Quickest and Surest ground. Don't Experiment; consult those who have made Advertising a Life-study, who know the successful methods, and who can place you on the road for Profitable Results without "Guess-work," without losing your way to that Desirable Destination:—**Paying Customers;**

Consult DIXON'S Agency, 193 & 195, Oxford St., LONDON, W.

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The BERKSHIRE CHRONICLE. Founded 1770.

BIGGEST Paper in the County. Twelve Pages.

MAIDENHEAD ARGUS. Founded 1901.

Popular Thames-side Journal.

BOTH

Published Saturday at One Penny.
Enlarged.
Forging Ahead.
UP-TO-DATE.
Best of their Kind.

Head Office: READING. City Office: 4, BUDGE ROW, LONDON, E C.
Branch Offices: MAIDENHEAD, NEWBURY.

THE BEVERLEY ECHO. ❋ ❋ ❋

Wednesday Noon. One Half-penny.

The ONLY mid-week Local Paper.

Proprietor - - - HARRY WM. WARD.

The Beverley Guardian ESTABLISHED **1856.**

Published on Saturday. Price 1d. **AND EAST RIDING ADVERTISER.**

Largest Circulation of any Newspaper published in the East Riding of Yorkshire, and is the recognised medium for Parliamentary, Legal, and Agricultural Notices.

Proprietors: GREEN & SON, Market Place, BEVERLEY.

Beverley Recorder.

Established 1855. Proprietor: HARRY WM. WARD, Beverley, Yorks.

Officially appointed for the insertion of Corporation and County Council Advertisements.

EVERY FRIDAY and SATURDAY for TOWN and COUNTRY.

The Bideford Gazette

AND DEVON AND CORNWALL ADVERTISER.

Every Tuesday Morning (principal Market Day for Bideford).

The "Gazette" is the oldest established Newspaper in a very wide area, and enjoys a large and increasing circulation amongst the Clergy, Gentry, and Professional and Commercial Classes, whilst as a medium for reaching the whole of the Farming Community, its columns possess a value unequalled by any other Journal.

Brighton Standard AND FASHIONABLE VISITORS' LIST.

Established 1863. TUESDAY, THURSDAY, and SATURDAY, 2d. Enlarged to 16 pages.

The BRIGHTON STANDARD AND FASHIONABLE VISITORS' LIST is the visitor's *vade mecum*. Its pages, besides containing general information and chronicling the latest movements of the *haut ton*, include a comprehensive Visitor's Directory to the towns of Brighton and Hove, &c. It circulates among the Affluent and Aristocratic Visitors and Residents.

Advertisement rates upon application. Publishing Offices—35, EAST STREET, BRIGHTON

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THE

B.C. Review.

Telephone 661, Wall.
Telegrams: "Jugator, London."

A Weekly Chronicle of the Growth of Canadian Enterprise.

THIS Weekly Journal, established in 1897, is the recognised authority on Anglo-Canadian matters affecting Commerce, Trade, and Finance. It covers a field both in Great Britain and Canada exclusively its own, and provides a medium of exceptional value for Advertisers among a special class.

Offices—

LONDON: 65, New Broad Street.

TORONTO: Traders' Bank Chambers, ROSSLAND, Columbia Avenue.

The Badminton Magazine

of SPORTS and PASTIMES.

Monthly. Price 1/- net.

This Magazine has a large circulation among Country Gentlemen, Sportsmen, and Sportswomen at Home and Abroad.

As a medium for Advertising, the advantages of this Magazine are obvious, circulating, as it does, amongst people with money to spend, and to whom all announcements relating to Sport, Travel, etc., are of interest.

Prices for Advertisements on application.

LONDON: William Heinemann, 21, Bedford Street, W.C.

Established 1889.

Bingley Chronicle, and Morton, Wilsden, Cullingworth & Harden Pioneer.

Published every SATURDAY Morning; Liberal. Price One Half-penny.

"The Bingley Chronicle" is the only paper published in the combined prosperous manufacturing and agricultural Township of Bingley, which at the last census had a population of over 21,000.

Estimates for General Printing given.

Telegrams: "Chronicle, Bingley."
Telephone 1x, National.

MERRALL & COOPER, "Chronicle" Printing Works, Park Road, BINGLEY.

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PUBLISHED EVERY TUESDAY AND FRIDAY.

The Blackpool Herald

The most popular and successful of Sea-side Newspapers.

Circulates among a Visiting Population of over **100,000** people, with a Residential Population of over **50,000**.

For all classes of Advertisements, it is the Paper that gives the **Best Value for Money Spent.**

For Quotations, Scale of Charges, and Specimen Copies,

Address: ***F. ANDREWS, Manager,***
"HERALD" OFFICE, BLACKPOOL.

The Bristol Magpie . . .

NOT A COMIC PAPER. ESTABLISHED 20 YEARS.

The Best and . . . Cheapest Medium for Advertising in BRISTOL, CLIFTON, and the West of England

CARTOONS every week (equal to "Punch") . . . . on Local and General Topics.

Circulates everywhere, and is read by Merchants, Residents, Visitors, and the Working Classes

20 Pages - - One Penny. Every Wednesday.

E. SMITH, Proprietor.

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The Burton Daily Mail (*Several Editions Daily. . . . Price One Half-penny*)

Is the **only recognised organ** of the great Burton Brewing Industry.
The only local paper that gives a full service of Home, Foreign, Sporting, Cricket, and Football News.
By thousands the largest circulation in the district.

Burton Observer *THURSDAY. ONE PENNY.*
High-class Country and Family Paper.

Head Office:—190, 191, Hornington Street, BURTON-ON-TRENT.
General Manager—JAS. R. PEAT.
London Office:—130, Fleet Street, E.C. Manager—E. GREENWOOD.

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THE

CANDID FRIEND.

The most interesting illustrated Society Paper ever published.

Contains notes in all matters of Social, Political, Dramatic, Financial, and General Interest.

Magnificent

Photogravure Supplement

in every Number.

Splendid Medium for High Class Advertisements.

Weekly 6d.

Weekly 6d.

Editorial, Advertising, and Publishing Offices:—

12 & 13, HENRIETTA STREET, COVENT GARDEN, LONDON, W.C.

Full particulars and rates on Application to the Advertisement Manager, as above.

Every Wednesday.

To be obtained of all Newsagents and Bookstalls throughout the Kingdom.

BLOCKS ACCEPTED.

Telegrams: "Pepperette, London." Telephone No. 3199, Gerrard.

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✱ CHIC ✱

A High-Class, Illustrated, Ladies' Paper.

A 6d. Weekly at 2d.

Conducted by WILLIAM O'MALLEY, M.P., and HENRY REICHARDT.

If you will get a Copy you will observe that the discriminating advertisers of the day occupy space in "CHIC."

A Specimen Copy will be sent on request.

The advertising rates are:—Ordinary positions, 7/6 per inch, single column (3 cols. to a page). Special positions, 9/6 per inch.

"CHIC" Offices:—3, Arundel St., Strand, W.C.

READ THE

Christian Commonwealth,

The UP-TO-DATE, ILLUSTRATED, UNSECTARIAN WEEKLY.

Twenty-first Year of Publication.

EVERY THURSDAY. **ONE PENNY.**

Illustrated Interviews.
Sermons by the Most Eminent Preachers of all Communions.
Home Circle and Woman's World. Our Young Men's Column.
Serial Stories by Popular Writers.
Kindergarten and Children's Sunbeam League, with Competitions and Prizes.
Sunday School Lessons, with Anecdotes and Illustrations.
Christian Endeavour Topic. Lay Preachers' Column.
Leading Articles, Notes of the Week, Table Talk, Pulpit and Pew, &c.
Review of Books, Correspondence, &c., &c.
A comprehensive summary of Religious, Temperance, and General News.
C.C. Evangelical Preachers' Association *(For supplying churches in the small towns and villages).*

The "Christian Commonwealth" Publishing Company, Ltd.,
73, LUDGATE HILL, LONDON, E.C.

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THE

Church of England Pulpit

AND ECCLESIASTICAL REVIEW.

The Subscription to the "CHURCH OF ENGLAND PULPIT AND ECCLESIASTICAL REVIEW" is as follows:—

		s.	d.
One Year, Post Free	... ...	6	6
Half Year „	... ...	3	6
One Quarter „	... ...	2	0

PAYABLE IN ADVANCE.

When not paid in Advance, it will be 2s. 3d. per Quarter.

All Remittances should be by Cheque, or by Post Office Order payable to Mr. S. GIBBON (of 160, Fleet Street), at the Head Office, and crossed City Bank.

Handsomely Designed Covers for all the 52 Volumes already published are now ready.

Price 2s. each, Post Free, 2s. 3d.

The Advertisements, being limited to four pages, are sure of an excellent position—Facing Matter, or on Front or Back Pages.

Advertisements must be sent to the Office before 5 p.m. on Thursday, and payment made on the following scale:—

	s.	d.
Three Lines and under	2	0
Each Additional Line	0	6
Special Position, per Line ...	0	9

Wants, To be Let, For Sale, and all similar small Advertisements when prepaid—

20 words for 1s.; 30 words, 1s. 6d.

Ten per cent. Reduction for Series of Thirteen Insertions and upwards.

Office: 160, FLEET STREET, LONDON.

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The Church Review.

Established 1860. Every Thursday, One Penny.

THE CHURCH REVIEW is the oldest avowedly Anglo-Catholic newspaper, and has, during its long history, admittedly done much to advance the knowledge of Catholic principles. In its new and improved form it has demonstrated that by its means even greater good can be accomplished.

Articles on the Church Questions of the Day. Notes on Ecclesiastical News. Articles on Church Work, in America and the Colonies. Reviews of New Books. Notices of Quarterly and Monthly Periodicals.

The Literary Criticisms are a Leading Feature of the "Church Review."

The following, among others, have, since its enlargement in May, 1899, contributed signed articles to the CHURCH REVIEW: Viscount Halifax, 'Confession'; Rev. Canon T. T. Carter, 'Reservation'; Rev. G. R. Prynne, 'Incense'; Rev. G. Bayfield Roberts, 'The Three Communicants' Rubric'; Rev. Morris Fuller, 'The Anglo-Saxon Use of Incense'; Rev. Father Dolling, 'The Church and the Poor'; Rev. N. Green-Armytage, 'Confession to God'; Rev. S. Baring-Gould, 'The Saints of Cornwall'; Rev. George Huntington, 'Places and People in Past Times'; Rev. R. W. Burnie, 'Anointing in Confirmation'; Mr. G. W. E. Russell, 'Hutton's Religious Essays'; Mr. John Shelly, 'The Royal Supremacy'; Mr. Paul Swain, 'Reservation from a Doctor's Standpoint.'

The "CHURCH REVIEW" is a very largely circulated Church paper, and is an excellent medium for all classes of SMALL ADVERTISEMENTS.

24 WORDS ONE SHILLING, PREPAID.

Address: Manager, "Church Review,"

11, BURLEIGH STREET, STRAND,

LONDON, W.C.

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CENTRAL WALES NEWS AND RADNORSHIRE STANDARD.

Every Wednesday, 1d.

Full *List of Visitors* and *Boarding Houses* at the Wells of Llandrindod, Llanwrtyd, Builth, and Llangammarch. **BEST ADVERTISING MEDIUM.**

Head Office:– ***LLANDRINDOD WELLS.***

CHESHAM EXAMINER,

AMERSHAM and RICKMANSWORTH TIMES.

Established 1889. ***FRIDAY (48 Columns), ONE PENNY.***

SCALE OF CHARGES FOR TRADE ADVERTISEMENTS ON APPLICATION.

Legal Notices, 6d. per line. Public Notices and Sales by Auction, 4d per line. Miscellaneous Advertisements prepaid, 3d. per line, three insertions at rate of two-and-a-half. Births, Marriages, and Deaths, 2s. 6d.

Publishers' own Statement—"The Chesham Examiner has by far the largest circulation, and is the most widely read paper in the district of Chesham."

PRINTED AND PUBLISHED BY

The Chesham Press, Ltd., Germain Street, Chesham, Bucks.

London Offices—107, WOOD STREET, E.C.

THE CHESS CHRONICLE.

The Only Weekly Paper devoted to the game of Chess. Every Wednesday, 3d.

13/- per annum, post free to any part of the world.

SPECIAL TERMS TO CLUBS.

Specimens and every information may be had of the Publisher,

W. W. MORGAN, Fleet Steam Works, NEW BARNET.

Clare Saturday Record.

ESTABLISHED 1885.

Industries. Agricultural District. County Town. County Institutions. Woollens, Tweeds. **IMPORTANT** centre for trade.

BUSINESS ADVERTISEMENTS ...	Once	13	26	52
PRICE PER INCH	2/-	1/6	1/3	1/-

Advertisements next matter 20 per cent. on above rates.

LARGEST CIRCULATION OF ANY WEEKLY IN CLARE.

ALL COMMUNICATIONS TO BE ADDRESSED TO **J. KNOX & SON, ENNIS.**

The Cornish Telegraph.

ESTABLISHED 1851. **PENZANCE.**

Published Wednesday Morning.

The largest Paper in Cornwall. Circulates largely amongst Cornishmen abroad.

EVENING TIDINGS. Established 1871.

Every day except Wednesday. Only Daily Paper in Cornwall.

Manager: Ernest Head, 16, Chapel Street, Penzance.

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The Citizen.

Established 1878. **Price 3d.**

PUBLISHED EVERY SATURDAY.

FINANCE, INSURANCE, BANKING, TRADE, CITY, COUNTY, AND MUNICIPAL NEWS.

The "Citizen" publishes expert Articles on Finance, Insurance, Banking, Trade, &c., also full reports of the Corporation of London, London County Council, and all important Metropolitan Public Boards; and whilst dealing comprehensively with City and Municipal affairs, devotes special attention to matters pertaining to the welfare of Great Britain and her Colonies.

The "Citizen" is the finest medium for Insurance and Financial Advertisements, and for Advertisers appealing to the moneyed classes.

Advertisements are received up to 7 p.m. on Fridays for insertion in Saturday's issue.

Scale of charges on application.

EDITORIAL and GENERAL OFFICES:—

Throgmorton House, 15, Copthall Avenue, CITY, E.C.

Telephone 2151, LONDON WALL.

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The . . . *Established 1778.*

CLARE JOURNAL AND ENNIS ADVERTISER.

Published on the evenings of Monday and Thursday.

IS an old established high-class bi-weekly paper of independent character, with an influential circulation amongst the Gentry, Traders, and Agricultural classes. It is recognised as the best medium for Mercantile announcements, advertising Estates, Farms, Houses, and other property, also for official and Legal notices. . . . .

It is well printed, and contains careful digests of foreign, general, and domestic news; is noted for the accuracy of its copious local reports; has ably written leading articles on local and general topics Its influential circulation makes it an admirable medium for all classes of announcements. . .

SCALE OF CHARGES MODERATE.

. . REDUCTIONS FOR SERIES.

. . GOOD BLOCKS TAKEN.

Advertisements next matter 20°/₀ above usual rates.

Communications to be addressed to the Proprietors,

J. B. KNOX & SON, ENNIS.

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THE

Commonwealth

A CHRISTIAN SOCIAL MAGAZINE.

A Living Paper for Men and Women who are alive.

Established 1895. Price Threepence, Monthly.

Editor:—CANON HENRY SCOTT HOLLAND.

PUBLISHERS:

WELLS GARDNER, DARTON & Co., 3, Paternoster Buildings, London, E.C.,

And 44, VICTORIA STREET, WESTMINSTER, S.W.

Advertisement Department: 144, Fleet Street, London, E.C.

EVERY SATURDAY. ONE PENNY.

THE COUNCILLOR AND GUARDIAN.

Editor and Proprietor - - THOMAS FARROW.

The Leading Organ of Local Government and the Poor Law.

LARGEST CIRCULATION. MOST NEWS.

BEST ADVERTISING MEDIUM.

This paper has a *bona fide* subscribed Circulation far exceeding all others of its class—among County, Town, District, and Parish Councils, Vestries, Poor Law Boards, Hospitals, &c.

It is paid for out of the rates, and is read by *all classes* of Municipal and Poor Law Officials throughout the country.

It is used in connection with the administration of Workhouses, Infirmaries, Asylums, and other Public Institutions, and thus affords an unrivalled medium for Trade and general advertisers.

Orders for Advertisements to be addressed to the MANAGER—

THE COUNCILLOR & GUARDIAN,

29, OLD QUEEN STREET, WESTMINSTER, S.W.

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The COUNTY GENTLEMAN

ESTABLISHED 1862.

The Great Hunting & Shooting Newspaper

OLD ESTABLISHED, YET UP-TO-DATE.

"The COUNTY GENTLEMAN" holds an unique position among high-class sixpenny weeklies, and is a splendid medium for sporting and general advertisement. The paper has a wide and influential circulation among country gentlemen, sportsmen, agriculturists, and the wealthy classes.

IT IS READ BY MEN AND WOMEN,

and in country houses all over Great Britain and Ireland, while a Special Edition of this Paper is published for foreign circulation.

The Subscription List of "THE COUNTY GENTLEMAN" contains most of the best known names in the country, and is open to the inspection of *Bona fide* Advertisers.

Trade Advertisements.

Scale of Charges for Advertisements.

Ordinary Positions. Per Page.	£	s.	d.
1 Insertion	12	12	0
6 Insertions	12	0	0
13 Insertions	11	10	0
26 Insertions and over	10	0	0

Smaller Spaces (4 Columns to Page).	s.	d.
1 Inch	5	0
6 Insertions per inch	4	9
13 Insertions "	4	6
26 Insertions "	4	0
52 Insertions "	3	6

An addition of 1s. per inch is made to above charges if Advertisement faces matter.

Special Positions by Arrangement.

Front and Back Pages.	s.	d.
4 Lines, or less than 32 words in body type	4	0
Per Inch	10	0

Horse Sales.		
Per Line	0	9

Publisher's Special Column, £5 5s.		
Per Inch	7	6

Public Companies. Per Page, £20

Servants Requiring Situations.		
Not exceeding 21 words	1	0
Each additional line of 8 words	0	6

Ordinary Advertisements should reach the Office in any case not later than midday, Thursday.

Telephone No. 2878, Gerrard. Telegraphic Address: "WHIPSTOCKS, LONDON."

"The County Gentleman." *Every Saturday, Price 6d.*

Publishing and Editorial Offices—3, Wellington Street, Strand, LONDON, W.C.

A NOTEWORTHY FACT!

. . THE . .

Cornish Guardian

IS THE ONLY JOURNAL

PRINTED AND PUBLISHED

IN THE COUNTY TOWN OF CORNWALL.

Four localised Editions:

The Bodmin Guardian.
The Lostwithiel and Fowey Guardian.
The Wadebridge and Padstow Guardian.
The Camelford and Delabole Guardian

Inclusive Advertising Rates.
Best Advertising Medium for Central and East Cornwall.
Very Large Postal Circulation. Over 10,000 Readers weekly.

Composed on the Linotype Machine.

Head Office - - BODMIN.

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The Cornishman.

Established nearly a quarter of a Century, it has from the first gone steadily ahead, until its circulation in West Cornwall exceeds that of any other paper.

Published on THURSDAYS and SATURDAYS.

For Advertisement rates and any information write

The MANAGER, "Cornishman," PENZANCE.

Coventry Reporter

FRIDAY AND SATURDAY. **8 Pages - - One Half-penny.**

A NEWSPAPER offering an Excellent Investment to Advertisers.
It has a thorough Business, County, and Home Circulation.

There are Six Papers published in Coventry, and they rank as follows :—

1 ——— 4 ———
2 "COVENTRY REPORTER" 5 ———
3 ——— 6 ———

We shall be pleased to receive applications for space, and assure you of our prompt and careful attention to any orders entrusted to us. Eighteen months ago the "REPORTER" was published on Saturday Evenings only; to-day it is published Friday Morning, Saturday Morning, and Saturday Evening.

Advertisers are encouraged to change their Advertisements frequently. Newspaper space is valuable, and should be used to the best advantage. Can we assist you?

Offices: Bailey Lane, COVENTRY. *Blocks received for Inside Pages.*

Trade Advertisements: 9d. inch Weekly for a Series.

ADVERTISERS

Who desire their Wares to become known throughout the World cannot do better than advertise in the Columns of . . . . . .

THE CRESCENT,

GENEVA ROAD, LIVERPOOL.

This Paper has already attained an extensive circulation in the British Isles, in addition to which thousands of copies of the Paper are sent regularly abroad to subscribers in France, Spain, Switzerland, Constantinople, Smyrna, Syria, Turkey, in Asia, Russia, Morocco, Tunis, Algeria, Malta, Egypt, Persia, Beluchistan, Ceylon, Arabia, the Cape Colony, the Transvaal, Zanzibar, Lagos, Gambia, Sierra Leone, the West Coast of Africa, Afghanistan, Penang, Singapore, China, British Guiana, Trinidad, Canada, the United States of America, and many parts of India, thus forming a capital advertising medium.

We shall have pleasure in inserting Advertisements at the rate of **2s. 6d. per inch each insertion.** Special rates for periods. Accounts are payable monthly.

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The Dawlish Times,

Local Arrival List, Directory, and General Advertiser for Dawlish and the Neighbourhood.

ESTABLISHED 1862. PRICE ONE PENNY.

PUBLISHED EVERY FRIDAY. ☛ The Oldest Established Journal in the Town.

SCALE OF CHARGES FOR ADVERTISEMENTS. (Price per Insertion.)

Government and Legal, &c. .. .. 6d. per Line. Railway Notices .. .. 3d. per Line.
Sales by Auction, 2d. per Line. Notices of Meetings, Contracts, and Tenders, 2d. per Line
Trade Advertisements, Public Meetings, Concerts, Bazaars, &c., single column, per inch each insertion—1 insertion, 1/6; 4 insertions, 1/3; 13 insertions, 1/-; 26 insertions, 9d.; 52 insertions, 6d.
Paragraph Advertisements, 2½d. per line per insertion.
Situations Wanted, or Vacant, Houses Wanted, or To Let, Apartments Wanted, or To Let, Articles Found or Lost or for Disposal.

Not exceeding 20 Words	Once, 6d.	Twice, 9d.
" 30 "	" 9d.	" 1s. 3d.
" 40 "	" 1s. 0d.	" 1s. 9d.

And 3d. for every additional 10 words.

Advertisements must reach the Office not later than Thursday Evening. P.O. Orders and Cheques to be made payable to A. S. CORNELIUS.

POLITICS—NEUTRAL. POPULATION (1901)—4,681. Commercial Communications receive Special Attention.

The Dawlish Gazette.

Published on Saturday. PRICE 1D.

☛ THE PAPER WITH THE RECORD CIRCULATION.

. . Bright and Interesting. . .

Office for Advertisements—JOHN EUNSON, 29, Strand, DAWLISH.

DIXON'S Advertising Systems DRAW CUSTOMERS. . . . .

IT PAYS . .

TO ADVERTISE IN

The Derbyshire Times,

Guaranteed Circulation of **20,000** Copies,

BEING BY FAR THE

LARGEST SALE IN THE COUNTY,

And the Only Paper to guarantee circulation by Auditor's Certificate.

Remember

The Derbyshire Times.

Head Office :—CHESTERFIELD.
WILFRED EDMUNDS, LTD.,
Proprietors.

London Office :—
Mr. E. GREENWOOD,
130, Fleet Street.

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DERBY DAILY TELEGRAPH.

Established 1879. Four Editions Daily.

The only papers in Derbyshire for which the "Victory" Printing and Folding Machines have been made. Two machines are now in use, with a guaranteed out-put of 40,000 copies per hour. The circulations exceed the combined issues of all the other Derby papers.

DERBY REPORTER.

Established 1823. County Family Journal. Thursday for Friday.

Proprietors: E. M. PIKE, Ltd., DERBY.

LONDON OFFICE:—62, Ludgate Hill, E.C.

The Dewsbury Reporter

ESTABLISHED 1858.

The Oldest and Best Newspaper in the Heavy Woollen District.
12 pages, 84 columns. Published Saturday Morning.

ALLIED JOURNALS—

"Batley Reporter and Guardian."
"Mirfield and Ravensthorpe Reporter."
"Heckmondwike Reporter."

"THE REPORTER" has one of the largest circulations of any weekly newspaper in Yorkshire, and proof of its increasing popularity is shewn in the following certificate:—

BEEVERS & ADGIE, CHARTERED ACCOUNTANTS. 92, ALBION ST., LEEDS.
The Directors, "The Reporter," Ltd., Dewsbury. 8th June, 1901.
Dear Sirs,—We have examined the books of "The Reporter," Ltd., for the year ending March 30th, 1901, and of the Publishers of "The Reporter," for the year ending March 31st, 1897, and certify that the total circulation of "The Reporter," for the year ending March 30th, 1901, as compared with the total circulation for the year ending 31st March, 1897, shows an **increase of 203,281 Copies.**
Yours faithfully, BEEVERS & ADGIE.

With the increased circulation the number of Advertisement orders have correspondingly advanced. Advertisements are inserted in all four papers at one charge. Recognised as a capital medium for Prospectus advertising.

Head Office—WELLINGTON ROAD, DEWSBURY.

LONDON Representative—Mr. A. T. GELLAN, 5, New Bridge Street.
LEEDS " —Mr. J. ROBINSON, Wellington Street, Leeds.

The Denegal Vindicator

And Fermanagh, Leitrim, Tyrone, and Sligo Observer.

WEEKLY - ONE PENNY.

Circulates extensively in the five North-Western Counties. Has **Forty-three** Provincial Agents, and is the only medium of reaching the farming and shop-keeping classes in above counties.

The Certified Circulation is greater, with one exception,
Than that of any North-Western Weekly Newspaper.

Scale of Charges for Advertisements.

One Insertion .. .. 2s. per inch. | Thirteen Insertions .. .. 1s. per inch.
Legal and Official Notices .. .. Sixpence per line per insertion.
Parliamentary .. .. One Shilling per line.

Approved Blocks taken.

Publishing Offices: EAST PORT, BALLYSHANNON. JOHN McADAM.
To whom Post Office Orders and Cheques are to be made payable.

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The English Illustrated Magazine.

Don't Forget the "E.I.M." A . . . Marvellous Sixpennyworth.

The "English Illustrated Magazine" WILL PAY YOU.

ADVERTISERS SHOULD NOTE——

THE . . .

English Illustrated Magazine . .

Is the oldest established Sixpenny Magazine, and circulates very widely amongst a wealthy and influential class of the public. Under the new proprietorship no efforts have been spared to make the "Magazine" a complete success, and to place it in the first rank of present day magazines.

Your list is not complete if this "Magazine" is not included.

The English Illustrated Magazine.

It is taken at all the leading clubs, libraries, and reading rooms, and by a great number of families belonging to the wealthy classes. It appeals to all who have money to spend, and should therefore prove an excellent medium for advertisers.

ADVERTISING RATES, £12 per page.
Special positions quoted you on application.

Published by T. FISHER UNWIN, 11, Paternoster Buildings, LONDON, E.C.

The "English Illustrated Magazine" IS THE BEST MEDIUM FOR ADVERTISERS.

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A SMART PAPER With a CERTIFIED CIRCULATION, Covering the Populous and Popular Health Resorts of RAMSGATE, MARGATE, AND BROADSTAIRS.

THE EAST KENT TIMES (ESTABLISHED 1866)

Publisher, W. E. DUCKETT, 4, Hardres Street, Ramsgate.

Write for a Specimen Copy and scan its Advertisements.

1d. East Liverpool Magazine. 1d.

— ILLUSTRATED. —

East Liverpool has a population of over 200,000, and the **EAST LIVERPOOL MAGAZINE** is the Journal with by far the largest circulation in that place. Its circulation is larger than the combined circulation of all the East Liverpool Journals, and it has a larger circulation than any other Liverpool Monthly.

TERMS FOR ADVERTISEMENTS—

Page, 25/-; ½-Page, 13/-; ¼-Page, 7/-; Square-inch, 3/-.

Manager: Mr. H. M. LEON, Geneva Road, LIVERPOOL.

ENTR'ACTE & LIMELIGHT

ESTABLISHED IN MAY, 1869.

PUBLISHED EVERY FRIDAY. PRICE 1d.

ADVERTISEMENTS from **ONE SHILLING** (20 words).

This Journal pays great attention to the THEATRICAL, MUSICAL and VARIETY professions, and circulates in many of the foremost music halls of London and elsewhere. The general reader is not forgotten in its columns, and current events receive a full share of comment. The two full-page cartoons by **HORACE MOREHEN** and **TOM DOWNEY** ("Limelight") are published in each of its issues, together with thumbnail sketches. Books and music reviewed. By post to any part of the world, 6s. 6d. per annum. Address—17, Catherine Street, Strand, W.C.

ENTERPRISE & ENERGY

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"**Financial Truth**" is on sale early on the morning of publication at **The Royal Exchange**, and all the principal City Newsagents; also at all **Messrs. W. H. Smith & Sons'** bookstalls.

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ESTABLISHED 1869

Organ of the Conservative and Unionist Party, but READ BY ALL CLASSES.

The Gloucester Standard.

BRIGHT, BRIEF, AND PITHY.

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PUBLISHED EVERY FRIDAY.

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Advertise Extensively

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It has plenty of friends who admire its outspoken independence, and plenty of foes who dislike its exposures of their crooked ways.

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Published on the 18th of each month for the following month. Obtainable at all Newsagents and Bookstalls. Deals, besides special articles written by experts, with . .

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in fact, all matters relating to Home Life. Its pages are expressly kept free from the gushing inanities of many papers appealing to women, whilst all articles and illustrations are written and drawn in the most . . .

BRIGHT AND FASCINATING MANNER.

The Circulation is Rapidly Increasing.

NOTE THIS CERTIFICATE.

To the Publisher,
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"Dear Sir,
"I hereby certify that I have examined the Invoices and Vouchers "received from the printers and publishers of 'Household Hints,' and "find that for the thirteen issues ended October, 1901, there have been "Six hundred and eighty thousand, two hundred and twenty copies,

680,220,

"printed and published.

"Yours truly,
"ARTHUR R. WELCHMAN,
"Chartered Accountant,
"20, Bucklersbury, London, E.C."

The Advertisement Scale and Specimen Copy on application to the Advertisement Manager,

"Household Hints,"

Telephone 1732, Holborn.
Telegrams: "SUBOCULAR, LONDON."

Gray's Inn Passage,
High Holborn, LONDON, W.C.

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Price 3D. **HEARTH & HOME** Price 3D.

The Daintiest Ladies' Paper.

Scale of Charges for Advertisements

	Across	1 Insertion £ s. d.	6 Insertions £ s. d.	13 Insertions £ s. d.	26 Insertions £ s. d.
1 Inch	1 Column	0 8 6	0 8 0	0 7 6	0 7 0
⅛-Page	Ordinary Position	2 12 6	2 10 0	2 5 0	2 0 0
	Facing or under Matter	3 2 6	3 0 0	2 15 0	2 10 0
¼-Page	Ordinary Position	5 5 0	5 0 0	4 10 0	4 0 0
	Facing or under Matter	6 5 0	6 0 0	5 10 0	5 0 0
½-Page	Ordinary Position	10 0 0	9 10 0	9 0 0	8 0 0
	Facing or under Matter	12 10 0	12 0 0	11 0 0	10 0 0
1 Page	Ordinary Position	20 0 0	19 0 0	18 0 0	16 0 0
	Facing or under Matter	25 0 0	24 0 0	22 0 0	20 0 0

Leader Columns .. 15/- per inch (single column).

Front and Back Cover Spaces by arrangement.

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Blocks should be an eighth of an inch less in depth to allow for rules.

Scholarships given away to our Readers

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Extracts from an Advertiser's Letter.

"On the list of 'Ladies' Weeklies' that we have found to be the most profitable advertising medias we place **Hearth & Home** second to none."

"**Hearth and Home** is so varied, so vivacious, so tasteful, and so artistic, that ladies who have not seen it can scarcely understand how far it is in advance of the usual fashion journal."—*Vide Press.*

HEARTH & HOME.

BEETON & CO., LTD., 10 & 11, Fetter Lane, LONDON, E.C.

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IT'S ALL THE SAME—

you are assured of

THE BEST SERVICE.

The best "service" for remunerative allocation of any advertising expenditure, whether you want to draw the buying public from America, Australia, India, South Africa, or other Colonial and Foreign parts.

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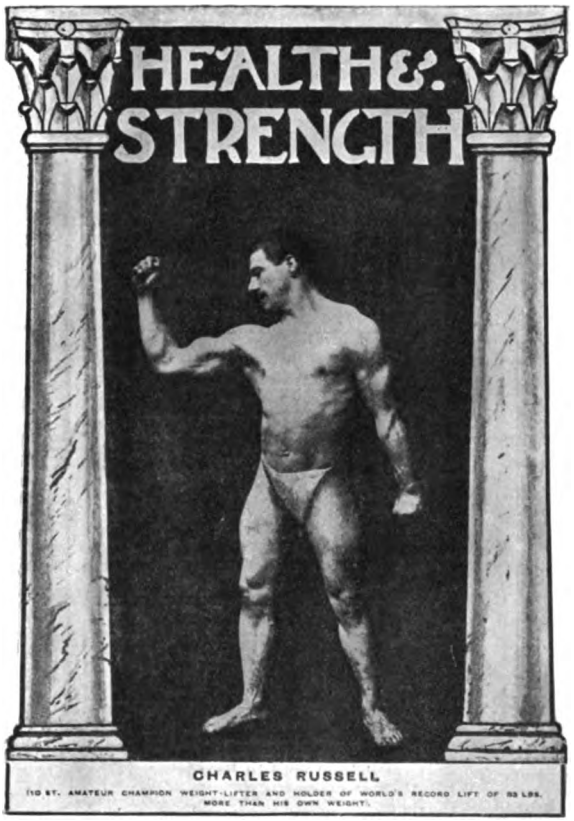
Larger Circulation than all other HEALTH PUBLICATIONS put together.



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Good Results,

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AND GROWING.

(It has increased from 12,000 to 65,000 during the last 6 months.)

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60 Illustrations.

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Smaller spaces *pro rata.*

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"J. W. Chronicle and Sandown Visitors' List."

Established 1866.
Price One Penny.

Published Thursday Afternoons.

The "Chronicle" circulates freely within the District, and is the only paper printed or published in Sandown. A feature is the List of Visitors, which is carefully revised weekly.

Trade Announcements, Entertainments, &c.
Per inch, for one insertion (single column), 2/- Ditto (2 columns wide), 4/-.

Special Discount for Series.—Parliamentary Notices, 9d. per line; Legal and Official Announcements, 6d. per line; Auction Sales, Local Election Addresses, 4½d. per line.

Small Prepaid Advertisements.—20 words, prepaid, once, 1/-; 3 times, 2/-. 30 words, prepaid, once, 1/3; 3 times. 2/6. 40 words, prepaid, once, 1/6; 3 times, 3/-.

Publishing Offices: 7, HIGH STREET, SANDOWN. Proprietor: W. B. MARTIN.

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THE ..
THIRD PORT
IN THE
UNITED KINGDOM,
250,000

HULL

is one of the fast growing cities of .. GREAT BRITAIN which has determined to cast off the cloak of backwardness, worn far too long, and resolutely apply itself to the task of making a greater name than ever it has enjoyed in the past.

Corporation improvements have recently opened streets like unto New Street and Corporation Street, Birmingham, and other fine avenues of principal towns.

The population are loyally supporting the ventures which are already paying for themselves, and the future of the old city is wonderfully bright. If this is not already on your list for completely covering in your next advertising expenditure, let us write you further about it. We make a feature of conducting the advertising of outside firms wishful to get the best results.

MORISON'S
ADVERTISING AGENCY,
58,
Whitefriargate,
HULL.

Departments :

Newspapers,
Magazines,
Bill Posting,
'Buses,
Distributing,
Addressing,
Wheel Boards,
Sandwichmen,
Window Tickets,
Signs,
&c., &c.

Hove Gazette

AND

Brighton, Aldrington, Portslade, Southwick, Shoreham, and Sussex Recorder,

Has the largest and most influential circulation in Hove.

Shoreham & Southwick District Gazette.

The only Paper in the District.

Every Saturday. ONE PENNY.

All Advertisements appear in both Papers for the one price.

Send for inclusive Terms.

Offices: 142, Church Road, HOVE.

Nat. Telephone: 2677, Brighton.

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Crown Advertiser

Guaranteed Circulation, 18,000 Copies Weekly.

Published and Distributed every Friday.

HUDDERSFIELD
Crown District Advertiser

Guaranteed Circulation, 12,000 Copies Weekly.

Published and Distributed every Thursday.

Circulation extends to all the villages and hamlets within a radius of 7 miles.

DELIVERED FREE to Householders.

Leaflets, Handbills, Circulars, Cards, &c., inserted and distributed at 1/6 per 1,000.

Published by
The Crown Advertising Co., Ltd.,
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Specimens and Advertisement Rates on Application.

Nat. Telephone No. 59.

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THE

INSURANCE JOURNAL

AND

GENERAL FINANCIAL RECORD.

ESTABLISHED 1878.

PUBLISHED MONTHLY. PRICE FOURPENCE.

Annual Subscription 4s. 6d., Post Free.

Proprietor - ARTHUR BETTANY.

CRISP NOTES,
FEARLESS CRITICISMS,
SMART LEADERETTES.

EFFECTIVELY CONDENSED REPORTS and BALANCE SHEETS, and POINTED COMMENT THEREON, are some of the features of this Journal, which have gained for it a most gratifying success.

Suitable Advertisements are accepted at Reasonable Rates.

Books, Pamphlets, etc., on Insurance and Kindred Subjects Printed and Published.

FOR TERMS ADDRESS THE MANAGER.

OFFICES—

47, FLEET STREET, LONDON, E.C.

Telegraphic Address—"Insurance Journal, London." Telephone No. 165, Holborn.

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ILFRACOMBE.

ESTABLISHED 1860.

The Ilfracombe Chronicle,

North Devon News and Visitors' List.

Published Fridays. Price One Penny.

BEST FAMILY PAPER. LARGEST CIRCULATION.
BEST MEDIUM FOR ADVERTISERS.

The MOST INFLUENTIAL LOCAL in the District

1d. WEEKLY.

Islington Post

THE BEST ADVERTISEMENT MEDIUM in N. LONDON.

SATURDAYS (Published Friday Evening)

Publishing Offices—
131, Caledonian Rd., and 393a, Liverpool Road, ISLINGTON.

The Insurance Leader

ESTABLISHED 1886.

15th of each MONTH . . 4d.

Editorial and Publishing Offices:—

42, DEVONPORT ROAD,
LONDON, W. . . .

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The Irish People

Edited by WILLIAM O'BRIEN, M.P.

RECOGNISED ORGAN OF THE IRISH NATION.

Most brilliant of Irish Newspapers.

READ BY THOUSANDS OF IRISH PEOPLE

in Ireland and Great Britain who never buy any other Weekly Paper.

The Irish People

Is filed and preserved by a large percentage of its readers.

ADVERTISERS CANNOT POSSIBLY SELECT A **BETTER MEDIUM** FOR REACHING THE **MASSES OF IRISH PEOPLE.**

Advertisements must reach the Offices,

105, CHAPEL STREET, DUBLIN,

on Wednesday morning, to secure insertion in the next issue.

PUBLISHED EVERY THURSDAY MORNING,

PRICE ONE PENNY.

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Four Leading Irish Advertising Mediums.

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INDEPENDENT and NATION,
Financial News a Speciality. **ONE PENNY. . . .**

THE EVENING HERALD
AND . . . .
SATURDAY HERALD, 64 COLUMNS.
ONE HALF-PENNY EACH.

THE IRISH WEEKLY . .
INDEPENDENT and NATION,
24 PAGES . . **ONE PENNY.**
120 COLUMNS. One of the Best Illustrated Weekly Papers in Ireland.

Head Offices: TRINITY BUILDINGS, TRINITY ST., DUBLIN.
LONDON OFFICE (Private Wire): 190, FLEET STREET, E.C.

No Advertising Scheme

is Complete

WHICH DOES NOT INCLUDE
THE . .

Irish School Monthly

The Monthly has by far the largest circulation of any Educational Journal in Ireland, and is read by Officials in Public Departments, Inspectors, School Managers and Teachers, and has the entrance into all the Convents and Monastery Schools.

Advertising Terms, 60/- per page.

APPLICATIONS TO—

BLACKIE & SON, LTD., 89, Talbot Street, DUBLIN.

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The Irish Rosary

Price . .
4d. Monthly.

Annual Subscription,
6s. Post Free . .

VERITAS

Published at the Priory, Dominick Street, DUBLIN.

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IRISH FARMING WORLD. ESTABLISHED 1888. Post Free. 6/6 per Annum.

The "Irish Farming World" is acknowledged to be by far the Best Penny Farmers' Paper published in Ireland. It is devoted entirely to the promotion of the Science and Practice of Agriculture, giving special attention to Live Stock Interests. Its Dairy, Poultry, Garden, Bee-Keeping, Household, and Forestry Articles have a large and appreciative constituency. It is read by the most enterprising owners and occupiers of land, and is therefore an exceptionally valuable advertising medium.

Published every Friday by W. A. FRASER, 15, Fleet Street, DUBLIN.

"IRISH SOCIETY" (Guaranteed Circulation FOUR TIMES that of any Irish Weekly Journal. Price 1d.)

"IRISH TRUTH" (The Topical Journal of Ireland. Published Weekly. 1d.)

"LADY'S HERALD" (Published Monthly. Price 1d.)

"IRISH MILITARY GUIDE" (Published Monthly. Price 6d.)

Advertisers cannot afford to neglect the above well-known Irish Mediums.

Proprietors and Publishers:

ERNEST MANICO, Ltd., DUBLIN.

London Office: 178, STRAND, W.C. Specimens and Advertisement Rates on application. . .

Established in 1892; has outlived many rivals, and still maintains the lead among 'Varsity papers.

PUBLISHED EVERY SATURDAY IN TERM.

PRICE 6D., TERMINAL SUBSCRIPTION 4S., POST FREE.

THE ISIS

The Popular Oxford University Paper.

Conducted by Resident Undergraduates.

Each number contains Original, Authentic, and Up-to-date Notes on

OXFORD ROWING, OXFORD FOOTBALL,
OXFORD CRICKET, OXFORD SPORTS.

GOLF, HOCKEY, &c.

BY THE "ISIS" OWN SPECIAL CORRESPONDENTS.

"ISIS IDOLS" Smart Character Sketches of Oxford Men, with Photographs or Full-page Cartoons.

"Heard in 'the High'"—'Varsity Gossip, Reports of the Union Debates, Music and the Drama, &c. Cambridge and London Letters.

"The *Isis*, that merry sheet which has delighted thousands of undergraduates at Oxford, and will doubtless continue to do so."—T. P. O'Connor, M.P., in *M.A.P.*

Terms for advertising in this exceptionally good medium, on application to the Publishers,

ALDEN & COMPANY, Ltd., Boccardo Press, OXFORD.

Judy.

ESTABLISHED 1867. TELEPHONE, 401 HOLBORN.

PRICE 2d.

The London Serio-Comic Journal.

The most Artistic, Witty, and Piquant 2d. Paper of to-day.—*Vide* PRESS.

PUBLISHED WEDNESDAY. On Sale everywhere.

Editorial and General Offices:—57 & 58, CHANCERY LANE, LONDON, W.C.

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Published every Friday.

Jarrow Express

AND

TYNESIDE ADVERTISER.

ONE PENNY.

Circulates extensively in the populous towns of Jarrow, Hebburn, Willington Quay, Howdon, Wallsend, Walker, and the intervening district.

A Valuable Medium for Advertisers.

Proprietors:—THOS ROBINSON & CO., JARROW.

JUST THE KIND THAT PAY Is the sort of Advertising Plans that are worked out at **DIXON'S Agency, 193 & 195, Oxford St., London, W.**

THE KENT & SUSSEX COURIER,

12 Pages. 96 Columns. 1d. Friday.

TUNBRIDGE WELLS.

The only paper printed within 20 miles with a

GUARANTEED CIRCULATION.

The "Courier" is printed on a TWO REEL Rotary Press, the only one in the County. Wants 20 words for 1s. Scale from 2s. 6d. to 1s. per inch.

The Kilsyth Chronicle,

DENNY, BONNYBRIDGE AND CUMBERNAULD WEEKLY NEWS.

On all hands recognised as the most effective advertising medium for these districts.

FULL REPORTS OF LOCAL AFFAIRS A SPECIAL FEATURE.
THE ONLY NEWSPAPER PRINTED AND PUBLISHED IN KILSYTH.

Published Friday for Saturday.

PRICE - ONE HALF-PENNY.

J. M. DUNCAN, PRINTER AND PUBLISHER, **KILSYTH.**

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KENTISH DISTRICT TIMES Co., Ltd.

SIDCUP, BROMLEY, DARTFORD, PLUMSTEAD, BEXLEY HEATH & LONDON

Sidcup and District Times. **Bromley and District Times.**
Dartford Chronicle **Chislehurst and District Times.**
Northfleet and Swanscombe Chronicle.
West Kent District Times.
St. Mary Cray and Orpington Times. **Plumstead News.**
Swanley and Eynsford Times. **Eltham and District Times.**
Bexley Heath and Bexley Times. **Erith Chronicle and Belvedere Times.**

DISPLAYED ADVERTISEMENTS

(Price per inch, Single Column, and number of Insertions).

Once	3 times	6 times	13 times	26 times	52 times.
2/-	1/9	1/6	1/4	1/2	1/-

SPECIAL RATES OR PREPAYMENT ONLY OF THE "WANTED" CLASS.

For all 12 Papers.	Once	3 ins.	6 ins.	13 ins.
20 words or less	0 6	1 0	2 0	4 0
21 and not above 28	0 9	1 6	3 0	6 0
29 " 36	1 0	2 0	4 0	8 0

And so on, 3d. for every extra 8 words.

OTHER ADVERTISEMENTS.

Parliamentary Notices	2s. per line	Auctions	4d. per line
Company, Legal, and Official Notices	6d. "	Paragraphs	6d. "

Births 1/-, Deaths 1/-, Marriages 2/6 each.

Leader Page 25 per cent. extra.

Any alteration or fresh copy for Displayed Advertisement should be forwarded to the Offices by Wednesday, to insure attention for the current issue. These Papers are the largest and most circulated mediums in the district, and are exceptionally good for advertising.

"Sir,—We get more results from your Paper than from all the other Kent Papers, and we have tried them all for over four years.

Yours faithfully,
JOHN G. MURDOCH & Co., Ltd.
(F. Proctor, Manager.)
Maidstone, June 17th, 1899."

The "Kent Messenger"
is rapidly printed on a
HOE ROTARY
MACHINE.

THE KENT MESSENGER
AND MAIDSTONE TELEGRAPH.

The
County Paper
of Kent.

Estab. 40 Years.

ADVERTISEMENTS.—Per Line, Paragraph, 6d.; Auctions, 6d.; Legal, 6d.; Public Companies, 1s.; Parliamentary Notices, etc., 1s. DISPLAYED—Per inch, 13 insertions, 2s. 6d.; 26 insertions, 2s.; 52 insertions, 1s. 6d.; Front or Leader Page (single column only), 2s. 6d. Blocks (approved) 2s. 6d. per inch.

Head Offices:—Week Street, MAIDSTONE.

Branch Offices: 187, Parrock Street, Gravesend; 76, High Street, Sevenoaks; 44, High Street, Ashford; 16, Burgate Street, Canterbury.

WEDNESDAY, FRIDAY, AND SATURDAY, 1d.

"Kent Messenger & Dartford Telegraph,"
"Kent Messenger & Sevenoaks Telegraph."

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Kirkintilloch Gazette

CAMPSIE AND LENZIE REPORTER.

Published every Friday Evening (for Saturday.)

THE LEADING PAPER in the Western Division of Stirlingshire and the Eastern Division of Dumbartonshire. It circulates largely in Kirkintilloch, Lenzie, and Lennoxtown, and the various villages in the Kelvin and Blane Valleys, two very thickly populated districts.

THE RECOGNISED
MEDIUM FOR . .
OFFICIAL . . .
ADVERTISEMENTS.

Quotations for Trade Advertisements on application to the Proprietor.

JOHN M. DUNCAN,

99, Cowgate Street, Kirkintilloch.

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£78,000,000

SEVENTY-EIGHT MILLION STERLING represents the amount annually spent by the women of this country!

ARE you, as an advertiser, getting your share of this sum?

THE same amount, if not more, will be spent next year, and a very large sum will go to your particular trade.

BY advertising in "THE LADY'S GAZETTE," you will help yourself to get there.

REMEMBER, a part of this money belongs to you.

SO let your advertisement court the women.

AND advertise in . . .

THE LADY'S GAZETTE,

An Established Weekly Journal,

Clock House,
Arundel Street,
LONDON, W.C.

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LAND AND WATER.

ESTABLISHED 1866.

SATURDAY, SIXPENCE. Yearly Subscription, 28s., post free.

FACING MATTER.	£	s.	d.
Whole Page (Single Insertion) ..	20	0	0
Half " " " ..	10	0	0
Quarter " " " ..	5	0	0
Eighth " " " ..	2	10	0
Per Inch, Single Column	0	7	6
Quarter or Half Pages under matter £6 5s. 0d. and	12	10	0

NO POSITION GUARANTEED.			
Whole Page (Single Insertion) ..	16	0	0
Half " " " ..	8	0	0
Quarter " " " ..	4	0	0
Eighth " " " ..	2	0	0
Per Inch, Single Column	0	6	6

The above are subject to the following discounts for a series:—5 per cent. for 6, 10 per cent. for 13, 15 per cent. for 26, and 20 per cent. for 52 insertions.

Paragraphs at foot of matter, and advertisements on Leader page, 12/6 per inch. No discount for a series.

Public Companies' Advertisements, £25 per page. Single Column (four columns to a page), 1s. per line. Estate Sales and Auctioneers' Advertisements, 9d. per line.

Land and Water

is the most interesting Sporting Newspaper published in London or elsewhere.

Land and Water

is illustrated, and circulates most extensively, not only throughout Great Britain and Ireland, but the Colonies and abroad, and is necessarily one of the best mediums for the publication of Announcements intended to reach the wealthy and well-to-do classes, as well as those interested in all kinds of rural pursuits

Offices:—12 & 13, HENRIETTA STREET, COVENT GARDEN, W.C.

FOUR

GREAT LINCOLNSHIRE NEWSPAPERS.

Lincoln Gazette and Times.

Every Saturday, 1d.

Grimsby Gazette and Cleethorpes Weekly Echo.

Every Friday, 1d.

Alford, Spilsby, and Horncastle Gazette.

Every Saturday, 1d.

Lincolnshire Echo.

Every Evening (six editions daily), ½d.

Proprietors:—LINCOLNSHIRE PUBLISHING CO., LTD.,

Chief Offices—St. BENEDICT'S SQUARE, LINCOLN.

WM. COTTAM, *Managing Director.*

London Office—47, FLEET STREET, E.C. A. H. CLACKSON, *Representative.*

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THE Licensed Victuallers' Gazette

AND HOTEL COURIER.

PUBLISHED EVERY FRIDAY MORNING. PRICE TWOPENCE.

The Official Organ of the Licensed Victualling Trade for the United Kingdom.

TERMS OF SUBSCRIPTION (by Post)—12 Months 10s. 6d.; 6 Months, 5s. 6d.

Scale of Charges for Advertisements.

	£	s.	d.
Five Lines and under	0	5	0
Every Additional Line	0	1	0
Half Column..	3	10	0
Column	6	6	0
Half Inner Page	9	0	0
Whole Inner Page	16	16	0

	£	s.	d
Half Back Page	12	12	0
Whole Back Page .. .	21	0	0
Front Page	30	0	0
Display Advertisements, Single Column per inch	0	10	0
Paragraph Advertisements, per line	0	2	6

Advertisements should be sent in by Six o'clock on Thursday Evening, to ensure insertion in the Friday's issue.

THE LICENSED VICTUALLERS' GAZETTE has the largest circulation of any other paper representing the Trade, and it is thus obvious that it is the only medium for class announcements.

Important firms who have advertised in it for thirty years past can testify to the business resulting therefrom.

Read the old Championship Fights, graphically retold every week, and also the Sporting Article by the celebrated ARISTOCRATIC TOUT. Theatrical and Turf Gossip; Racing Anecdotes. All the Trade and Sporting News of the Week.

Publishing Offices:—81, FARRINGDON ST., LONDON, E.C.

LET LIVE and LIKELY

Principles permeate all your publicity plans.

Don't let slow and profitless ads. occupy the space you pay so much for—get at the best possible talent that this world can offer.

Why put up with any old kind of stuff for your ads. when the *best* is at your service?

Have your ads. written and illustrated to suit the particular local surroundings and individual idiosyncrasies of the people in the district appealed to.

There is no other Agency in the wide world that has over 6,000 correspondents distributed throughout the Universe, each one being a *trained* advertising expert, who understands the desires and peculiarities of the public in his particular district.

Think of the opportunities and advantages that such a system and agency offers to advertisers. The far-reaching influence of such methods can only be attained through one source, viz.:—

DIXON'S Advertising Agency,
193 & 195, Oxford St., London, W.

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ESTABLISHED A.D. 1860.

THE . .

Llangollen Advertiser

ONE PENNY, Published on THURSDAY for FRIDAY.

And North Wales Journal.

Proprietor: HUGH JONES.

Offices: CASTLE STREET, LLANGOLLEN.

This Journal has a very large and influential circulation. Being conducted entirely on independent lines, it finds its way into families of all classes. As it is also the only paper printed and published in the district, it offers peculiar advantages to advertisers.

The . .

Langport & Somerton Herald,

Established 1855.

Saturday, 1d.

Taunton, Yeovil, Bridgwater, Martock. and South Petherton News, and . . . Western Counties Advertiser.

The only efficient advertising medium for the District, no other paper being published within a radius of 12 miles.

Trade Advertisements, per inch, single column, 13 weeks, 1/-; 26 weeks, 9d.; 52 weeks, 6d.

Proprietor: G. H. HEMMEL. Head Office: LANGPORT, SOMERSET.

DO YOU WANT TO SAY SOMETHING

to the residents of the Manufacturing, Agricultural, and Colliery districts

IN STAFFORDSHIRE, CHESHIRE, AND DERBYSHIRE?

IF SO,

ADVERTISE IN THE "LEEK POST."

It is the largest and best local paper (established 1884), and consists of 8 pages, is smartly produced, and is printed in Leek, and published there and in 40 surrounding towns and villages every Friday. It is the most influential paper in the district, being the only Unionist newspaper in the five Parliamentary Divisions all returning Unionist Members, and is the only paper read by all classes.

THE BEST Paper for the Reader is the Best for the ADVERTISER.

SCALE.—Per inch, displayed, 1 insertion, 2s.; 13 at 1s.; 20 per cent. less for 6 insertions, prepaid. Address—

HILL BROS., Printers & Publishers,

"Post Office," LEEK.

Telegrams: "POST," LEEK. Telephone 0196 (Leek).

Digitized by Google

LONDON COLOUR PRINTING CO., LTD.,

EXMOOR STREET, NORTH KENSINGTON, W.

Printers in Black and Colors on Rotary and Flat Machines. Illustrated Periodicals, Magazines, Books, Posters, etc., produced in first-class style, and at reasonable charges. Punctuality and quality guaranteed.

Leith Burghs Pilot.

Is Printed in Leith (Population 78,000).

EVERY SATURDAY MORNING. PRICE 1d.

The "Pilot" is a first-class local newspaper, and is read by all classes in Leith and district. It has the patronage of all the public bodies and institutions, and affords the best medium for advertisers, reaching the rich and poor alike.

Proprietor: CHAS. THOMPSON, "PILOT." Office: 23, Laurie Street, LEITH.

The Leominster Mail & Chronicle

Circulates throughout North Herefordshire.

ADVERTISEMENT RATES ON APPLICATION.

Manager: H. D. PHILLIPS, 16 Draper's Lane, LEOMINSTER.

LEE JOURNAL. . .

HITHER GREEN & CATFORD JOURNAL.

The Local Newspapers for Lee, Blackheath, Hither Green, Catford, and Lewisham.

Saturdays, One Penny.

Latest hour for Advertisements, Friday, 9 a.m.

Proprietors: LEWISHAM NEWSPAPER CO., LTD.

Offices: 236, High Road, LEE, S.E.

The Lurgan Times.

(ESTABLISHED 1875.)

WEDNESDAY and SATURDAY. Price 1d.

Circulates in most thickly populated District of County in Ireland. An Industrial centre where Damasks, Linens, and fabrics are manufactured for the World. A grand field for remunerative advertising. Cannot fail to give abundant returns.

WM. WHITE, Editor and Proprietor, William Street, LURGAN.

LYNTON AND LYNMOUTH RECORDER.

NEUTRAL.

ESTABLISHED 1874. + + TUESDAY, 1d.

Parliamentary—1s. per line. All other short advertisements, 1s. 6d. per inch, each insertion.

Business Advertisements—per inch, once, 1s. 6d.; 13, 10s.; 26, 15s.; 52, £1. Per Column—£7 10s. a year.

PUBLISHER'S STATEMENT.—"The **Lynton and Lynmouth Recorder** circulates extensively among tourists and fashionable families, who visit Lynton (the Switzerland of England) by thousands." The above paper publishes a Visitors' List during the season, and families requiring Apartments should apply to the "**Recorder**" Office, Lynton, where all information can be obtained. No other published within 20 miles of the place. Good Hunting and Fishing in the neighbourhood; the Devon and Somerset Stag Hounds meet within easy distance of Lynton, also Exmoor Fox Hounds.

LYTHAM TIMES EST. 1870.

AND ST. ANNES-ON-SEA GAZETTE.

1d.

The only Paper printed at Lytham. **Every Friday.**

Telegrams: "Times," Lytham. Telephone 0196.

Proprietors: Lytham Printing Co., Ltd., 47, Clifton Street, Lytham.

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The Limerick Weekly Echo.

Published every Friday Evening .. .. **Price 1d.**

The Limerick Echo.

Published every Tuesday Evening .. .. **Price 1d.**

Circulating largely in Limerick, Clare, Tipperary, and Kerry. **Offices: 13, SARSFIELD ST.**

Londoner Zeitung.

HERMANN, 415, Jahrgang.

Herausgegeben unter Mitwirkung erster deutscher Schriftsteller
Mit den reichillustrirten
Gratis-Beilagen:
"Erzählungsblatt" und
"Frohe Stunden."

WIRKSAMSTES ☞
☞ INSERTIONSORGAN.

Probeblätter gratis und franco von der Expedition:
38, COLEMAN STREET, E.C.

PUBLISHED THURSDAY NIGHT FOR SATURDAY.

Advertisements intended for the Germans of Great Britain, the Colonies and abroad find the best medium through the "LONDONER ZEITUNG," the oldest German Newspaper published in England, and widely circulated in all parts of the World (16 words 1*s.*, every additional four words 3*d.*; Situations wanted (Stellengesuche), 20 words 6*d.*; Trade Advertisements, 4*s.* per inch, special scale for repetitions). Post-Office Orders and Cheques to be made payable to—

The Anglo-Foreign Publishing Syndicate, Ltd.,
38, COLEMAN STREET, E.C.

All communications respecting the Paper to be addressed to the Manager, 38, Coleman Street, E.C.

☞ See also "DIE FINANZ-CHRONIK."

The Longford Independent, . .

WESTMEATH and ROSCOMMON ADVERTISER.

Publishing Days—
Friday Evening, Saturday.

PRICE - ONE PENNY.

Advertisements received up to Friday Morning.

PUBLISHER: R. TURNER, LONGFORD, IRELAND.

"LURGAN, the Centre of the IRISH CAMBRIC INDUSTRY."
AMONG IRISH PROVINCIAL NEWSPAPERS,

THE LURGAN MAIL IS PECULIAR

BECAUSE

It is well abreast of the Times.
It is run on Up-to-date Methods.
It hits the popular Taste.

. . CONSEQUENTLY . .

It is found in EVERY HOUSE in the populous and prosperous manufacturing districts in which it circulates, embracing the Counties of Armagh, Antrim, and Down. The industrial hub of the country. **EIGHT PAGES (all home-made) EVERY SATURDAY. 1d.**

LOUIS RICHARDSON, *Editor and Proprietor.*

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Established Nearly Half-a-Century.

STRENGTH

THE ONLY PAPER IN AN INFLUENTIAL AND WIDE DISTRICT, EMBRACING OVER 60,000 PEOPLE.

SCOPE

Neutral in Politics
Effervescent in News.

STRAIGHT-FORWARDNESS.

Three Qualifications that count for Profitable Results to those who use the advertising columns of the "MIDLAND HERALD," the one and only paper in its district, and with which is incorporated the "Bilston Mail," "Bilston Herald," "Willenhall Times," "Willenhall Reporter" and "Darlaston Times," thus enabling Advertisers to cover an area of publicity otherwise unattainable.

SCALE OF RATES.

13 Insertions	-	-	1s. 6d. per inch.
26 ,,	-	-	1s. 3d. ,,
52 ,,	-	-	1s 0d. ,,

THE

MIDLAND HERALD

PRINTING CO.,

BILSTON.

EVERY FRIDAY PRICE ONE PENNY.

Digitized by Google

The oldest, best, most widely circulated and influential Mining Paper in the World.

The Mining Journal,

RAILWAY AND COMMERCIAL GAZETTE

(ESTABLISHED 1835).

Circulates all over the World amongst

Miners, Engineers, Manufacturers, and Capitalists.

Advertisement and Editorial Offices—

46, QUEEN VICTORIA STREET, E.C.

Publishing Office—

3, DORSET BUILDINGS, SALISBURY SQUARE, E.C.

Every Saturday. Price Sixpence.

The Annual Subscription, including Postage, is £1 4s.; Abroad, £1 8s. Payable in Advance.

The Mining Journal advocates the interest of the Mining and Metallurgical industries at home and abroad, and has a *unique reputation* for its *Special Correspondence* from all the Mining Districts of the World, and also for its *Prices Current* of Metals, which are bought and sold in all parts of the Globe upon the basis of the "*next published* MINING JOURNAL *prices.*"

The Mining Journal offers unusual advantages for Advertising Sales of Mineral Properties, Machinery, Commercial Notices, Inventions, and all articles for the use of those engaged in Mining, Engineering, and Mechanical Work.

The Mining Journal was established **more than sixty-five years** ago, and still maintains its position as the leading organ of the World's Press devoted to Mining and its allied interests.

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THE MATRIMONIAL POST AND FASHIONABLE MARRIAGE ADVERTISER.

Private Envelope, 4½d.; with Circular, 9d.

Address: Editor, M. Post. Trafalgar Buildings, Northumberland Avenue, Charing Cross, London.

Quite Private. Interviews and Correspondence confidentially regarded. Distance immaterial. Established 1882. Consultations and advice free.

Military Mail AND VOLUNTEER REVIEW.

The Newspaper with largest circulation amongst Military and Volunteers of all grades.

Proprietors—

GALE & POLDEN, Ltd., 2, AMEN CORNER, LONDON, E.C.,

Meath Chronicle. Politics— NATIONALIST.

PUBLISHED EVERY FRIDAY EVENING. 1d.

The "Chronicle," though Established so recently as 1897, is the only Meath Newspaper enjoying an extensive circulation. OFFICES: NEWMARKET STREET, KELLS.

Every Friday. **The Midhurst Times** One Penny.

PROPRIETOR - - G. ROYNON.

Largely circulating in Midhurst and surrounding District. The best paper for Local News, and is undoubtedly the best medium for Advertising in the District.

"TIMES" OFFICE, **MIDHURST.**

MILNGAVIE HERALD and . .

The only Local Newspaper. . .

MARYHILL, BEARSDEN, TEMPLE, and NEW KILPATRICK ADVERTISER.

Every Friday. *Four Pages.* *One Half-penny.*

TRADES—Agriculture, Bleachworks, Dyeing, Ironfounding, Engineering. Also Favourite Residential District.

Money Making Methods

193 & 195, Oxford St., LONDON, W. . .

IN ADVERTISING SCHEMES, By T. DIXON. Write for details.

Established 1888. Telegraphic Address: "CITIZEN, MONTROSE."

The Brechin and Montrose Citizen

Devotes exclusive attention to local affairs in Brechin and Montrose, and from its non-political character is a favourite journal in both towns. It is published simultaneously in Brechin and Montrose at 6 a.m. every Tuesday morning, and 3,500 copies is the absolute zero of its circulation. The list of regular subscribers numbers over 2,000, and 1,500 copies are distributed free in the poorer localities, but, when occasion demands, the latter number is substantially augmented. The "Citizen" is recognised locally as far and away the best and MOST RELIABLE advertising medium.

Series Advertisements on favourable terms. Blocks accepted.

ALL COMMUNICATIONS

George Jarvis, Publisher, 'Citizen' Offices, Smith's Buildings, Montrose.

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ESTABLISHED 1867.

The Newport Pagnell Gazette,

Wolverton Times, and Olney Free Press.

Circulating largely in those towns and the neighbouring villages.

Published every FRIDAY Afternoon—PRICE ONE PENNY.

Publishers' own statement:

"The GAZETTE is an eight-paged crown, and circulates extensively in the many villages surrounding the towns named, as well as being largely taken in those places. It is neutral in politics."

Scale of Charges for Advertisements.

Ordinary Advertisements, per line	3d.	Each additional line	1½d
5 lines	1s.	Official Advertisements, per line	6d.
Each additional line	2d.	Auction Advertisements "	2d.
Business Advertisements, per line	2d.	Small Advertisements, "Wanted," &c., each insertion	6d.
12 lines	1s. 6d.		

Double-measure Advertisements, one-half extra. Display lines by arrangement. Large reduction upon continuous insertions.

Special arrangements with Advertising Agents.

Publishers: SIMPSON & SON, High Street, NEWPORT PAGNELL, Bucks.

THE NUNEATON OBSERVER

is the most popular Newspaper in North Warwickshire, both from Advertisers' and Readers' standpoints.

Advertisers, make a note of

The Bedworth Free Press,

the "Advocate" Edition of which runs into a circulation of 12,000 copies. This is without doubt the best advertising medium in the Nuneaton Division of Warwickshire.

Also Publishers of the

Atherstone Observer & Hinckley Observer.

Publishing Offices:—

"Observer" Buildings, Bond Street, Nuneaton.

Managing Editor: EDWARD HALE.

Digitized by Google

Nenagh News and Tipperary Vindicator.

Largest Circulation in Munster.

Best Advertising Medium.

PRICE ONE PENNY. Published every Saturday.

POWER AND SONS, NENAGH.

Newry Reporter,

DOWN, ARMAGH, AND LOUTH TIMES,

NEWRY, IRELAND.

Largest Circulation in Newry, South Down, Armagh & Louth. Terms on Application.

The Northern Times

The "Northern Times" is the only paper published in Sutherland, with its population of 25,000, and is widely read by all classes of people, not only in Sutherland, but throughout the North of Scotland, and in the Colonies. It thus affords an excellent medium for advertising.

ADVERTISEMENT SCALE. Per Line or Space.

Government Advertisements, Prospectuses, Licences, Statutory Announcements	9d.
Properties for Sale, Displenishing Sales	6d.
Tenders Wanted, Houses or Situations Wanted or Vacant, and Debtor and Creditor Notices	6d.
Paragraph Advertisements next News Matter	4d.

A Cheap prepaid Rate of 6d. for 18 Words or under.

26 Words	1s. 0d.
34 "	1s. 6d.
42 "	2s. 0d.
And for every additional 8 Words	0s. 6d.

The "NORTHERN TIMES" is PUBLISHED every THURSDAY morning, at the "Northern Times" Office, GOLSPIE, N.B.

Write for Scale for Trade Advertisements. D. MATHESON, Proprietor.

The Northern Weekly

Is the Leading Newspaper for the Scottish Highlands and Islands.

Circulates among all Classes in every Highland District as the Home and Business Paper. Special attention is devoted to all Highland concerns, dealing with its History, Topography, Antiquities, Natural History, Sports, Home Industries, &c.

The Northern Weekly is an indispensable Advertising Medium for the Highland area, embracing the counties of Inverness, Argyll, Ross, Cromarty, Sutherland, Caithness, the Lewis, Skye, and all Western Isles, containing a well-to-do population of over a quarter-of-a-million, and yearly visited by an "army" of Tourists and Sportsmen. The Northern Weekly circulates in every Shooting and Angling quarter within the Highland area.

Approved Standing Advertisements inserted at 1s. per inch, Single Column.

All Communications to THE NORTHERN WEEKLY, DINGWALL, N.B.

Valuable Medium for North Wales and Border Counties.

North Wales Guardian.

Established 1867. Fridays - ONE PENNY.

JARMAN & CO., Proprietors. Head Offices: Argyle Street, WREXHAM.

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P * O * P

ABSOLUTELY the most interesting Penny Paper of the day.

Circulates in the best houses, and is sold by the best shops.

P. O. P. gives original points on:

SOCIAL
CLERICAL
POLITICAL
FINANCIAL
NAVAL
MILITARY
LITERARY
DRAMATIC
SPORTING

PEOPLE

PAST AND PRESENT.

FINE ART ILLUSTRATIONS

OF THE **HIGHEST CLASS.**

	Whole.	Half.	Quarter.	Eighth.
Front Page	£12	£7	£4	£2 10s.
Back Page	£10	£6	£3 10s.	£2
Inside Cover (facing matter)	£9	£5	£3	£1 15s.
White Pages	£8	£4 15s.	£2 10s.	£1 10s.

Column Advertisements following matter 5s. per inch. Special Terms for series of three or more issues.

All applications to be made to—

Manager, P.O.P.,

12 & 13, Red Lion Court, E.C.

POINTS ON PEOPLE

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The Philanthropist.

THE necessity to Provincial Charities of judicious advertisement in the recognised Organ admits of no doubt. Equally with the Metropolitan Institutions, they cannot allow their existence and their work to be forgotten. But without judicious advertisement they have little or no means of keeping their work before the public, except through constant and costly Appeals, which, by their frequent repetition, are apt to destroy their own force.

Particularly is it necessary that Provincial Charities should keep their names before the vast number of the Benevolent in the Metropolis, Suburbs, and Provinces. No medium can effect this like . .

"The Philanthropist" and its Special Appeal Numbers.

Going to Tens of Thousands of the regular Donors to Benevolent Work, it carries an appeal direct, and at a cost which is only a small fraction of the expense of posting Appeals, to say nothing of their cost for printing. As the charge for a Quarter Page Advertisement is merely £2 2s., the value of an Appeal through this medium, with a Paragraph in the body of the Journal is unquestionable, even if the great number of Charities who avail themselves of this method, did not demonstrate it beyond doubt.

A Copy of the last Number, together with further information if desired, from the . . . .

Publishers, 3, Chichester Rents, Chancery Lane, W.C.

PRIMITIVE METHODIST MAGAZINES.

THE ALDERSGATE PRIMITIVE METHODIST MAGAZINE.

MONTHLY—SIXPENCE.

SCALE OF CHARGES:—

Special Position Inside.		Ordinary Position Inside.	
Whole Page	£6 0 0	Whole Page	£5 0 0
Half Page	£3 5 0	Half Page	£2 15 0
Quarter Page	£1 15 0	Quarter Page	£1 10 0

CHRISTIAN MESSENGER.

MONTHLY—TWOPENCE.

SCALE OF CHARGES:—

Outside—Whole Page	£5 0 0	Inside—Half Page	£2 10 0
Inside— " "	£4 10 0	" Quarter Page	£1 7 6

SPRINGTIME AND CHRISTIAN ENDEAVOURER.

MONTHLY—TWOPENCE.

SCALE OF CHARGES:—

Outside—Whole Page ...	£6 0 0	Inside—Half Page	£3 15 0
Inside— " " ...	£5 0 0	" Quarter Page	£1 10 0

MORNING.

MONTHLY—ONE PENNY.

SCALE OF CHARGES:—

Outside—Whole Page	£8 0 0	Inside—Half Page	£3 5 0
Inside— " "	£6 0 0	" Quarter Page	£1 15 0

SUNDAY SCHOOL JOURNAL.

MONTHLY—TWOPENCE.

SCALE OF CHARGES:—

Outside—Whole Page	£6 0 0	Inside—Whole Page	£4 0 0

All Orders should be sent not later than the 15th of the month, to the Publisher, ROBERT BRYANT.

Offices: 48-50, Aldersgate Street, London, E.C.

See also Publisher's Statements and Facsimile.

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"THE TIT-BITS OF WALES."

Papur Pawb,

Welsh Penny Pictorial Weekly.

CARTOONS, STORIES, COMPETITIONS.

TENTH YEAR.

ENORMOUSLY POPULAR.

FIRST RATE MEDIUM FOR ADVERTISEMENTS OF DOMESTIC ARTICLES.

Publisher: DANIEL REES, Carnarvon.

Contains:—Interesting Articles, Topics of the Day, Short Stories, Home and Fashion Notes, Prize Competitions, Items of Interest, Storyettes, Our Portrait Gallery, London Letter, Cycling Notes, Fact and Fancy, &c.

SOME REASONS WHY!

Some reasons why Advertisers should insert their announcements in the "Preston Monthly Circular":—

BECAUSE it is a bright, attractive, and up-to-date publication.
BECAUSE all the advertisements are well displayed, and are alongside reading matter.
BECAUSE Advertisers testify to its value as an advertising medium.
BECAUSE the circulation is good, and the charges are low.

R. S. ADDISON, Publisher, Fulwood, PRESTON.

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EXTRACT FROM PROGRESSIVE ADVERTISING

Deficient In Intellect.

December 3rd is the date of a letter I received from the London Shoe Co. Ltd. Its purport was:

"Gentlemen,—We are in receipt of your comment respecting our advertisement in the 'Strand Magazine.'

"If you consider that you can improve on our present illustration we shall be very pleased for you to make the trial and submit the result for our inspection. We are, Gentlemen, yours faithfully,—The London Shoe Co. Ltd."

I replied to this saying that I could not undertake what was suggested, as I did not do any agency business, and suggested that the London Shoe Co. would find it advantageous to subscribe to PROGRESSIVE ADVERTISING. In reply came a letter, dated December 4th.

"Sir,—In reply to your communication of the 3rd inst., kindly inform us what are the benefits derived by becoming subscribers to your paper. We should not hesitate in doing so if there are any advantages to be gained, but, so far, we fail to see in what way. Awaiting the favour of your reply,—We are, Sir, yours obediently, The London Shoe Co. Ltd."

I must confess that it came as a shock to me to learn that there was a man or even a corporation without a soul—I had almost written sole—who, while having sufficient enterprise to advertise, could candidly admit that he was not sufficiently enlightened to see the advantages to be gained by reading PROGRESSIVE ADVERTISING regularly.

The shock was great, but it left me with sufficient presence of mind to pen this reply.

"Dear Sir,—We are in receipt of yours of the 4th inst. You ask what are the benefits derived by becoming subscribers to PROGRESSIVE ADVERTISING. The benefits which you receive are that you have posted to you every week a copy of the most up-to-date advertising publication in the world, which is run entirely from the point of view of the advertiser's interests. It contains each week matter of the greatest interest to advertisers, and all the current news of the week regarding advertising. It is not connected with any agency, and has no ends of its own to push. Its whole claim to existence lies in the fact that it is of use to advertisers. The person who cannot see his way to get 10s. 6d. worth of value out of its fifty-two issues must be deficient in intellect. We cannot believe that the latter would apply to those in control of the advertising of the London Shoe Co. Ltd.—Yours truly, Ernest S. Day."

It is hardly conceivable that, even after this modest though truthful statement, the London Shoe Co. Ltd. still retain the scales on their eyes; but this is their letter:

"Sir,—In reply to your letter of yesterday's date, the managing director still fails to see how he could derive any benefit from the book in question, so must be, as you state, deficient in intellect. We are, Sir, yours faithfully,—The London Shoe Co. Ltd."

I am very glad, however, that the managing director has a little glimmer of common sense, and I would not contradict him on the one point where he displays a little intelligence. It is not everyone who will own up so frankly to being "deficient in intellect."

I take the greatest pride as against the unintellectuality of the London Shoe Co. Ltd., to be able to point to the following list of up-to-date firms who constitute

JUST A FEW of the Subscribers to PROGRESSIVE ADVERTISING.

Reckitt & Sons, Ltd.	Ogden's Ltd.	Cadbury Bros.
A. & F. Pears, Ltd.	J. & J. Colman, Ltd.	Liebig's Extract of Meat Co.
Rowntree & Co.	Mazawattee Tea Co., Ltd.	J. S. Fry & Sons, Ltd.
Lipton Ltd.	J. C. Eno, Ltd.	Ridge's Food
Alex. Leckie (Van Houten)	H. Nestlé	Keen, Robinson & Co., Ltd.
John Noble Ltd.	C. I. Hood & Co., Ltd.	Newball & Mason
Parker's Rubber Works	Bile Bean Manufacturing Co.	Ashton & Parsons, Ltd.
Hillaby's Ltd.	Spring & Co., Ltd.	Bond's Marking Ink
Yost Typewriter	Wykcoff, Seamans & Benedict	Jaeger Co.
Raimes & Co.	Frame Food Co.	Paul Weidhaas Institution
Humber Ltd.	Catesby & Sons	Holdroyd's
Thos. Symington & Co.	Seigel's Syrup	J. M. Richards
Koko Maricopas Co., Ltd.	J. Grossmith, Son & Co.	Jos. R. Neave & Co.
Brooke, Bond & Co., Ltd.	Matchless Metal Polish	Homocea Ltd.
Burge, Warren & Ridgley	G. Foster Clark & Co.	J. G. Graves
J. Gosnell & Co., Ltd.	Clayton & Co.	Symond's London Stores
W. Harbutt	Thomas Keating	Kodak Ltd.
T. S. Jackson & Son	Benetfink & Co.	Ardath Tobacco Co.
Edwards' Harlene Co.	J. N. Masters, Ltd.	Bryant & May
Sales Co. (Fels-Naptha)	Pagé Woodcock	Wright, Layman and Umney
Hamilton & Co.	Bewlay & Co., Ltd.	H. J. Nathan
Guy's Tonic Co.	W. Radam's Microbe Killer Co.	J. Foot & Son

The above names are taken haphazard from the list, without any attempt at classification.

The Offices of PROGRESSIVE ADVERTISING

Specimen Copy on application. **are 150, FLEET STREET, E.C.**

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The Red Guide:

A MONTHLY GUIDE TO IRISH RAILWAYS, STEAMERS, TRAMWAYS, ETC. . . . **PRICE TWOPENCE.**

THE RED GUIDE was established to supply the need felt for a first-class Guide to Irish Railways, &c., at a convenient price. The type used is larger and clearer than that in any other Railway Guide published in Dublin, and the objectionable practice of inserting advertisements amongst the time Tables is never resorted to. Enlarged to 128 pages, and new and carefully engraved Map of Irish Railways.

The "Red Guide" has been successful and its circulation is steadily increasing, which proves its value as a . . .

FIRST-CLASS ADVERTISING MEDIUM.

Whole Page, £1 per month. Half Page, 12s. 6d. per month. Quarter Page, 6s. 8d. per month.

+ + +

Quotations will be given for special positions on Cover.

+ + +

Communications to be addressed to

The Publishers, 'Red Guide,' 88, Mid Abbey Street, Dublin.

Real Advice
Real Aid
Real Business

RESULTS

From Consultation with

T. DIXON, 195, Oxford St., London, W.

HAVE you read the Articles in this Book on the "Follow-up System," "Mail-Order Trade," "American Advertising," "South Africa—the Land of Promise," etc., etc.?

IF not, do so—then write a letter for more Advice for your own particular purpose.

This ADVICE is FREE and *without* Importunity.

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Results ! ! !

are what you look for after you have placed your advertisement, and . . .

Results

are what you get when you advertise in the . . .

RURAL WORLD

which has a very extensive and influential circulation amongst the provincial purchasing population.

TERMS :—

£12 per Page, and *pro rata.*

INCH RATE, 7/- Single Column.

LIBERAL DISCOUNTS for Series.

Write Manager,
"THE RURAL WORLD,"
110 & 111, Strand, LONDON, W.C.

Published on 1st of every month. Price **1d.**

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INCREASE YOUR BUSINESS BY HAVING YOUR LISTS WELL ILLUSTRATED
H.E. RUMBALL. BEST RESULTS LOWEST PRICES
ARTIST & ENGRAVER ON WOOD 19 HEATON ROAD PECKHAM, S.E.

The Rhyl Journal.

PUBLISHED ON SATURDAY - PRICE 1D.

This Journal is the Advertisement Paper, gives more local news, and has double the circulation of any other local paper (as can be proved by the newsagents). It circulates in Flintshire and Denbighshire. Rhyl is the most extensively patronised seaside resort in North Wales.

30, HIGH STREET, RHYL.

THE . .

Rochdale Times (Established 1858.)

All Government, Legal, Municipal (Rochdale, Middleton, and Heywood), Guardian, Local Board, and all Official Advertisements appear in the "ROCHDALE TIMES."

The Longest Legal Notice (Ten Columns in length) ever advertised in Rochdale appeared in the "TIMES" on 23rd April, 1881.

Offices, 48, Yorkshire Street, ROCHDALE.

WHERE TO SPEND THE HOLIDAYS.

BONNIE SCOTLAND'S RESORTS.

"A Dainty Literary Dish,"

Focussing over **400** Profit, Pleasure, and Health Resorts.

Issued Annually 2d., 6d. & 1s. Appreciated everywhere.

HOW TO SPEND THE HOLIDAYS.

The A.B.C. Coast Guide, Diary & Register.

The different Railway and Steamboat Sailings (seen at a glance and as plain as a pikestaff). "As full of information as an egg is full of meat."

1d. . Published Monthly from June to September 1st.

THE BUTE COUNTY DIRECTORY.

Officials, Householders & Traders.

Published Annually in June, 1s.

HIGGIE & CO., Publishers, ROTHESAY, Scotland.

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Rhyl Advertiser and Record.

Eight large pages of seven long columns each (enlarged in summer to ten pages), set locally by Linotype Machines.

Printed on specially erected machinery. Published every Friday Evening for Saturday.

Price - - One Penny.

The **ADVERTISER AND RECORD** is the oldest paper in Flintshire, has the largest circulation, and is the most influential organ in the district, being more specially sought after on account of the admitted reliability and fulness of its reports. It publishes during the season an Engraved View of Rhyl and District, and a complete List of Visitors. As an advertising medium the **ADVERTISER AND RECORD** commends itself to trade people manufacturers, and others desiring to give extensive publicity to their business The **ADVERTISER AND RECORD** has been specially selected by the following authorities for their official notices:—Flint County Council, Rhyl Urban District Council, Prestatyn Urban District Council, Abergele and Pensarn Urban District Council, Flintshire Rural District Council, Denbighshire Rural District Council, St. Asaph Board of Guardians, Flintshire and Denbighshire Intermediate Governing Bodies, Rhyl, Abergele and St. Asaph Intermediate School Governors, Chester Dee Conservancy Board, and all Parish Councils and public and private companies in the district.

BE UP-TO-DATE

and Advertise in

The Rhyl News,
St. Asaph News,
Prestatyn News,
Abergele News,
Rhuddlan News.

This series of local newspapers covers a large and growing district on the **North Wales Coast,** which is visited each season by thousands of health and pleasure seekers from the manufacturing centres of Lancashire, Birmingham, and the Midlands generally.

An Up-to-date Newspaper for Up-to-date Advertisers.

Published by Polkinghorne & Williams, High Street, Rhyl, on Thursday, Price 1d.

Write for Special Traders' Terms.

"The News" is the recognised medium for Council, Legal, and Auction advertisements.

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A FEW years ago Mr. Sandow, the World's Strongest Athlete, conceived the idea of making Physical Culture popular with the masses . . .

Sandow's Magazine was founded, and soon found a large circle of enthusiastic readers.

BY-AND-BYE, the Proprietor devoted to its pages Sport and Hygiene in addition, which made it more interesting, and further increased its circulation (which, by-the-bye, is still steadily increasing).

It is now without doubt the leading Magazine devoted to Physical Culture, Sport, and Hygiene, and is the only one with which Mr. Sandow has any connection.

CONSEQUENTLY, it is a most excellent medium in which to advertise anything relating to the many branches of sport, all gymnasium fixtures, paraphernalia, comfortable and Hygienic clothing, strengthening and staying foods, as well as all general articles.

GIVE IT A TRIAL.

This is the A B C of . . . .

Sandow's Magazine

IF YOU WANT TO SPELL "SUCCESS" APPLY TO THE ADVERTISEMENT MANAGER.

Take any 'Bus that goes to Charing Cross. The Offices are at Messrs. HARRISON and SONS, 45, 46 & 47, St. Martin's Lane, W.C.

Your wants will receive prompt attention. The Advertisement Manager makes a speciality of compiling Advertisements, and will write yours if you wish.

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SELL'S . . . WEEKLY, PRICE 1d.

"Commercial Intelligence."

"OUR COUNTRY'S WELFARE IS OUR FIRST CONCERN."

MARKETS of the WORLD—New & Old.

EDITED BY HENRY SELL

Offices: 168, FLEET STREET, LONDON, E.C.

PUBLISHED WEEKLY, ONE PENNY.

—:o:—

THE BUSINESS MAN'S NEWSPAPER.

"Sell's Commercial Intelligence"

Is a Weekly Newspaper entirely devoted to the spread of authentic commercial information; the price is One Penny only. It informs British Merchants and Manufacturers of new openings for Foreign and Colonial trade, and helps them to meet the ever-increasing growth of Foreign Competition. Markets of the World, new and old, are kept under constant survey, and from all parts of the globe special correspondents inform the readers of "SELL'S COMMERCIAL INTELLIGENCE" of the latest movements.

ADVERTISEMENT RATES ON APPLICATION.

ADDRESS:

"SELL'S COMMERCIAL INTELLIGENCE,"

168, FLEET STREET, LONDON, E.C.

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The Feilden Publishing Co., Ltd.,

have the pleasure to announce that they have been selected by the Joint Committee of the Institution of Electrical Engineers and the Physical Society of London as the sole Publishers and Advertising Contractors of

Science Abstracts

From the 1st January, 1902.

"SCIENCE ABSTRACTS" was established for, and undoubtedly fills the want felt by scientific men in obtaining an accurate knowledge of the doings of their contemporaries. Most of this is hidden away in proceedings and journals not readily accessible, or written in foreign languages. The pith of the most important matters is abstracted by a staff, amongst whom are many eminent specialists.

"SCIENCE ABSTRACTS" has been welcomed by the scientific world, and is with each issue acquiring an increased circulation, which circulation is not confined to this country, but embraces practically the whole world, and, owing to the special nature of the Magazine, it is one which is carefully read. It is undoubtedly a most valuable work of reference, and as such has been welcomed by the whole of the technical press, both in this country and in America.

"SCIENCE ABSTRACTS" is issued in a handy form, and consists of some 80 to 100 pages.

Price, post free, Single Numbers **2s.**, *or* **50 cents**, *net.*

Annual Subscription, **24s.**, *or* **6 dols.** *net, including the Yearly Index.*

GUARANTEED CIRCULATION
over 5,000 copies monthly.

The publishers are prepared to accept a select number of Advertisements for this publication, and to forward sample copy and all further particulars on receipt of **2s.** in Stamps or P.O.

FEILDEN PUBLISHING COMPANY, Ltd., Temple Chambers, Embankment, LONDON, E.C.

Please mark all letters and envelopes "SCIENCE ABSTRACTS."

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Sandwich Advertiser,

ASH, EASTRY, WOODNESBOROUGH, AND WORTH NEWS,

With which is incorporated the

"DEAL CHRONICLE and SOUTH EASTERN EXPRESS."

Established 1874. *Published Fridays.*

Proprietor - J. J. CHAPMAN.

Cattle, every alternate Monday. Corn Market, every Wednesday.

Tourists in Europe and North Africa

May be reached by Hotel Proprietors, Tradesmen, and Railway and Steamship Companies, by advertising in—

The Scandinavian,
The Mediterranean,
and The Pyrenean.

Terms very . . Moderate. . . .

Address: The Manager at the London Office,

HATTON HOUSE, CHARLES STREET, E.C.

THE . . .

Scottish Border Record.

WEEKLY ON FRIDAY AFTERNOON.

Price One Penny.

All the Local and District Intelligence.

INTERESTING GENERAL NEWS.

First-class Advertising Medium . . . .

For the Woollen District of the South of Scotland. . . .

Publishing Office:—

25, CHANNEL STREET, GALASHIELS.

Telephone No. 12. Telegrams: "McQueen, Galashiels."

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The Skyrack Courier.

. . ESTABLISHED 1886. . .

Price One Penny. Every Saturday Morning.

Circulates in Five Parliamentary Divisions—Barkston Ash, Osgoldcross, Normanton, Thirsk, and Malton, and South Leeds (Hunslet), and in over Eighty Towns and Villages. The Sale of the "Courier," which contains more local news and more advertisements than any local Weekly, has increased more than Fifty per cent. in Two years, and is steadily advancing

GUARANTEED CIRCULATION . 6,000

Head Office: 2, AIRE ST., LEEDS.

Southport

THE WEALTHIEST TOWN

IN GREAT BRITAIN FOR ITS SIZE.

Company Promoters make a note, and insist upon your prospectuses being inserted in a Southport paper, but before placing your order, make your own enquiries into their respective Sales, and when you have found out the Best Medium in Southport give that paper the order. Any local Trader or Newsagent can give you all the information you need. If time does not permit of enquiry, address your order to *the paper with the largest circulation*, "Southport." It will get to the right place.

TO REACH SOMERSET PEOPLE,

ADVERTISE IN THE

Somerset County Express - Taunton, Saturday.
Taunton Echo - - - - Wednesday.
Bridgwater Independent - Friday evening for Sat.
Avalon Independent (Glastonbury and Street.) Friday.
Wellington Express - - - Wednesday.
Wiveliscombe Express - - Wednesday.

Prepaid Rates for whole series, 12 words 2d., ½d. each additional word

HEAD OFFICE - - **PAUL STREET, TAUNTON.**

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Solihull AND DISTRICT Record.

SATURDAYS, 1d.

The sole organ published in an influential area of over 7,500 people of the suburbs of Birmingham.

LEGAL NOTICES, SALES BY AUCTION, TENDERS, &c. } 3d. per line.

Proprietor: ARTHUR PETERS.

Southport Journal.

A 20-year-old gratuitously distributed weekly paper. Its 6,000 copies get into MORE homes than other locally issued papers COMBINED. Seven out of every eight houses, in the wealthiest town of its size (60,000 population), are reached at least every alternate issue (central parts EVERY issue). £100 guarantee of circulation.

Bright and copious local notes ensure its being widely read. The ground can only be covered by the use of such a medium.

STATISTICS carefully gathered and analysed during the past quarter of a Century have a claim for consideration. Such a fund of Experience—experience that would cost you a great amount to have to go through—is at your service, with free advice and the best possible system of organisation in advertising procedure both at . . . HOME & ABROAD,

Obtainable at DIXON'S Agency, 193 and 195, Oxford St., London, W.

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Staffordshire Chronicle.

The Leading County Penny Paper.

SATURDAY. 64 COLUMNS.

Important to Advertisers.

THE "**Staffordshire Chronicle**" has the Largest Circulation and is the best Advertising Medium in the County.

It offers advantages not presented by **any other penny paper** of circulating extensively among the wealthy Resident Families and the Artisan and Labouring Classes.

Announcements in its columns are therefore of far greater value than those in papers having a partial circulation in any one class of the community. In the Central and Agricultural portions of the County its sale is from **six to eight times greater** than that of any other paper covering the same area.

The Chronicle is now printed on Hoe's Fast Rotary Printing Machines.

PUBLISHING OFFICES:

19, Greengate St., STAFFORD.

Stone Weekly News.

The only recognised Weekly Paper for—

Stone, Eccleshall, Trentham, Barlaston, Fulford, Swynnerton, Hilderston, Milwich, Sandon, Tittensor, Oulton, Chebsey, Norton Bridge, Moddershall, Rough Close, Aston, &c., &c.

	per inch.
Sales by Auction, Concerts, Entertainments, &c.	**2s. 6d.**
Business Advertisements ..	**1s. 0d.**

OFFICES:

28, High Street, STONE, Staffs.,

AND

19, Greengate St., STAFFORD.

Stamp Collectors' Publications.

THE PHILATELIC ALMANAC is the Year Book of Stamp Collecting. Contains priced Catalogue of Stamps issued during previous year, &c. Illustrated. THE ALMANAC for 1902 contains special Articles on "**The Twentieth Century,**" "**Ladies in Philately**" (illustrated with Portraits), &c., Price **4d.**; bound in cloth, **1/-**. Advertisements in **The Philatelic Almanac**:—One-eighth page, **6 -**; Quarter page, **10 -**; Half page, **17 6**; Whole page, **£1 12s.**

THE STAMP DEALERS OF GREAT BRITAIN. Annual Stamp Trade Directory, published in November, PRICE **6d.** The 1902 Edition has a special Foreign and Colonial Appendix Advertisement Rates on application.

These publications are especially valuable to the following classes of advertisers, viz.:—Wholesale and Retail Stamp Dealers, Publishers, Printers, Auctioneers, also Office Furniture Dealers, Typewriter Manufacturers, Banks, Insurance Offices, Advertising Contractors, Stationers, &c.

CHAS. J. ENDLE & CO., Publishers, Boscombe, Bournemouth.

St. Albans Gazette.

Established 1896.

WEDNESDAY. PRICE ONE HALF-PENNY.

Harpenden Gazette.

Established 1897.

Hatfield Gazette.

Established 1898.

Publisher's Own Statement.

The **St. Albans Gazette, Harpenden Gazette,** and **Hatfield Gazette** give bright, pithy reports; are independent in tone; and deal with public questions from a progressive standpoint.

ADVERTISERS will find the above series of papers unapproachable for publicity in their respective areas.

Scale of Charges for Advertisements on Application to the Publisher,

9, St. Peter's Street, ST. ALBANS.

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The Stock Exchange

A WEEKLY JOURNAL OF FINANCE.

ESTABLISHED 1887. WEDNESDAY.

Subscription, Post Free, 12/6 per annum.

READ BY AND INDISPENSABLE TO

CAPITALISTS,
INVESTORS,
ASSURERS,
SPECULATORS,
AND
BUSINESS MEN.

"The Stock Exchange" claims that its circulation during 1901 has been at least as large as that of any other WEEKLY FINANCIAL JOURNAL.

Each issue contains the daily closing prices of all active stock during the week.

Offices:—WINCHESTER HOUSE, OLD BROAD STREET, LONDON, E.C.

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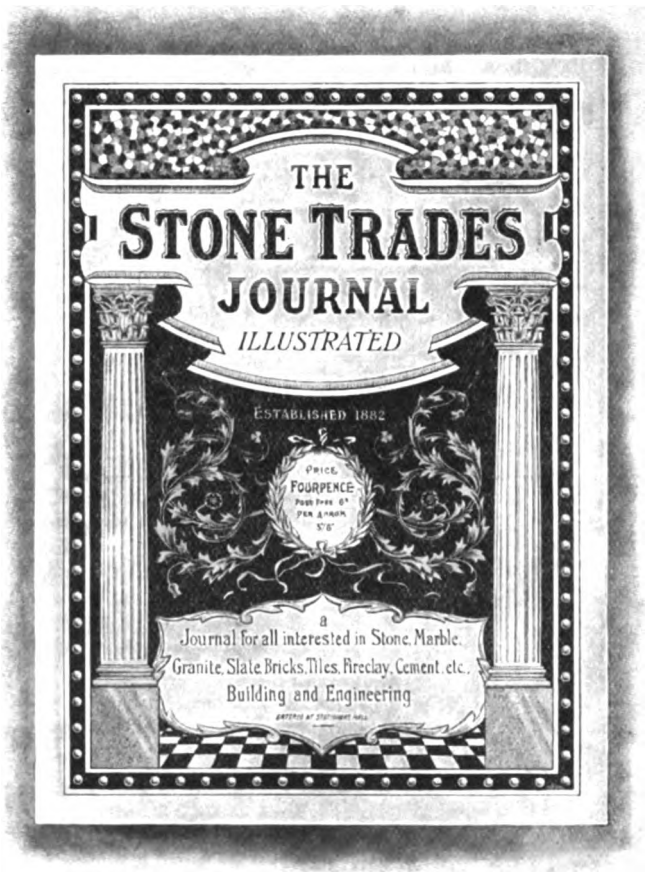

Offices:—

111, FLEET STREET, LONDON, E.C.

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SOUTH LONDON CHRONICLE

Oldest South London Paper.
Established 1857.
Weekly, Fridays, 1d.
Recognised Conservative Organ.
Fullest Details.
Criticisms of Municipal and Political Life in South London.

Humour sells Local Papers. Our "Town Crier" deals with the humorous side of affairs. "This Rumour Hath It," is a bye-word in South London. We cater for the District Ratepayers, especially those with a Financial Interest in the District.

The TOTTENHAM & WOOD GREEN JOURNAL
And North London Chronicle,

With which is incorporated "The Tottenham and Wood Green Star" and "The Middlesex Mail."

ESTABLISHED 1891.

THE Journal is the best printed paper in North London, and has a large and increasing circulation amongst a good class of readers.
Its district covers a population of about 150,000.

PUBLISHED FRIDAYS. ONE HALF-PENNY.

Displayed Advts., 1s. 6d. per inch.
Wanted and For Sale, 20 words 6d.

Auctioneers' Advts., 3d. per line.
Official ,, 6d. ,,
Legal ,, 9d. ,,
Parliamentary ,, 1s. ,,

Proprietors: W. CONQUEST & CO.

PRINTING AND PUBLISHING OFFICES:

128, HIGH ROAD, TOTTENHAM, N.

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Success and

WINGS
.. OF ..
TRUTH

A Monthly Journal devoted to . .

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36 "	9d.	1/6	3/-	6/-	10/6	19/-
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